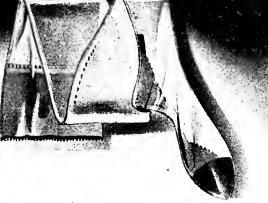
### **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





SMART STYLE PRINTS 98 X 3230—PAGE 5



Was 132c Now112c Yd. Was 66c Now 42c **FULL FASHIONED SILK** 86 X 746—Page 150





Was 55c Now 39c Yd. SILK FLAT CREPE 94 X 6000—Page 5

# MIDWINTER

LOWER PRICES! GREATER SAVINGS! **VALUE PLUS!** These examples prove it. Hundreds equally sensational fill this Sears Sale Book. They're for Mail Orders onlymany offered on easy terms. We've cut prices, but maintained highest quality. Read every price tag. Order early.



\$239 Value, \$188 CANNON PART WOOL 24 X 7440—Page 40



Was 87c, Now 10 yds, 79c Was \$319 Now \$239 "LL" SHEETING 97 X 1654—Page 2

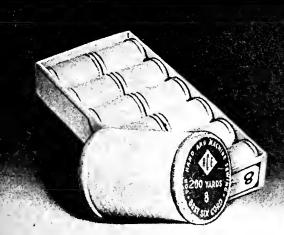


13-GAL. COPPER BOILER 11 X 02044—Page 65

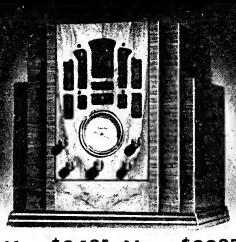


\$200 Value, \$129 WOMEN'S OXFORDS 15 X 2957—Page 158

THIS GREAT SALE ENDS FEBRUARY 28, 1935



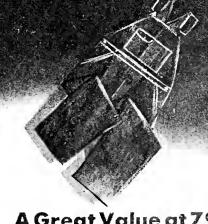
60c Value, 48c Doz. BIG 200-YD. SPOOLS 85 X 4850—Page 32



6-TUBE SILVERTONE 57 XM 1850—Page 53



Was \$3495 Now \$3295 SAVE 38c! 2 for \$100 ALL RAYON SLIP 29 X 3694—Page 175



A Great Value at 79c MEN'S OVERALLS 41 X 27—Page 133

SEARS, ROEBUCK and CO. of TEXAS, DALLAS





### -Natural Cream Color, Gradually bleaches

white with washing.

Less than 18 cents a yard—a sale special we searched hard and long to get! Full 81 inches wide-makes up into double bed size, seamless sheets; economical, too, for covering pillows, making protective bands for comforter and quilt ends, as well as mattress covers, bags, etc. Pays for itself over and over again in the loads of uses nimble fingers find for it. While Sale's on, these tremendous savings, yours! Put up and sold in 5-yard lengths only. Shpg. wt., 5 yds., 2 lbs. 2 oz.

2

DINNER PLATES

composition of sets, see page 31.

SET.

100-PIECE SET. . . . 35 X 4112 Shpg. wt., 65 lbs. . . .

3.29

35 X 4112 • Shpg. wt., 20 lbs.

First Quality American Semi-China.. New Vogue Shape

. . Fluted Verge . . Scalloped Rims Have Platinum Color

Edge.. Set includes Large Pieces; Bowls, Platters, Cov-

ered Dish, Sugar, Creamer and EXTRA LARGE SIZE

To get a set lovely enough to offer as one of the greatest values in our Midwinter Sale, we selected this from over a thousand different designs. We bought a train-load, to get a record

smashing value for you! Think of it! A 100-piece set at less

than 12 cents each dish, including all wanted large pieces. For

# Easy to Save MAIL ORDER WAY

# VE CAN

-and Every Member of Your Family . . Just **Measure This Easy Way** 

#### WOMEN

Be sure to give all measurements asked for accurately. Do not stretch tape; avoid sag or slip of the tape.

Bust Measurement is

taken over the fullest part of the bust, with the tapeline close up under the arms and across the shoulder blades. See A. Walst Measurement is taken at the nat-

ural waistline. See B.

HIP Measurement is always taken at

the fullest part. See C.

If you will also give your weight and height, particularly for dresses and coats, it will enable us to fit you accurately. NEVER MAKE ALLOWANCE FOR FULLNESS; we make all necessary allowances.



Be sure to give every measurement asked for accurately.

Chest Measurement is taken close up under arms, snug but not tight. Be sure the tape is over the shoulder blades at the back. When measuring for garments that are worn

over a vest take the chest measurement with vest on. See A. Waist Measurement is taken just above the hip bones, as shown by B. Do not measure over belt.

Inseam Measurement is taken from close up in the crotch

to the bottom of trousers at length desired, usually to top of heels. See C.

For all measurements stand naturally, breathing normally. Do not expand chest. Take all bulky material from pockets.

#### BOYS' and GIRLS' AGE-SIZE SCALES

Children's Measurements are taken as for adults. However, usually age-size is quoted and is determined by measurement, not by actual age. Children are large or small for their age, while the chart is averaged. Find child's chest measure; if a fraction, order next larger size. Also state weight if possible.

B	0	Y	S	,	S	ı	Z	E	5	C	A	L	E

Age Size to Order	Boys' Chest Measure, Inches	Waist Measure, Inches	Inseam, Inches
3 4 5	22 -23 24	231/2	191/2
· 6	24½	24	21
7	25	24½	22
8	. 26	24½	23
9	26½	25	24
10	27	25½	24 1/2
11	27½	26	25
12	28	26½	26
13	29	27	27
14	301/4	27½	28
15	31	27 34	29
16	32	28 1/2	30
17	33	29 1/2	31
18	34	30	31/ <sub>2</sub>

#### GIRLS' SIZE SCALE

		1.0
COA	TS OF	NLY
Chest	Age	Length,
Measure	Size	About,
Inches	to Order	Inches
25	6	27
26_	7	28
27	8	30
28	9	32
29	10	35
3 <b>1</b> .	12	37
33	14	39
35	16	43
D	RESSI	ES
26	7	27
27	8 .	29
29 31	10	32 35
33	14	39

#### SHOES

If your old shoes fit satisfactorily, indicate on your order all numbers that appear in them, or, particularly when ordering children's shoes, send us an accurate pencil outline of foot with stocking on. Be sure pencil is held upright.

#### CORSETRY **ALL STYLES**

Because there are so many different styles of corsets today, we give instructions in each description, covering the size information we require. Measure carefully as above.

**USE SEARS EASY PAYMENT** PLAN-SEE PAGE 43

#### WHERE TO FIND THE HUNDREDS OF SALE OFFERINGS IN THIS BOOK

Auto Supplies
99-105
Baby Things
63, 126,
173-174
Bicycles 126
Bicycles
Pasks 400 406
Books122, 126 Boys' Clothing
Boys Clothing
128-131, 173
China2, 31
Classes Basses
Clearance Bargains
88-98
Clocks124
Clocks124 Corsets44-48
Curtains, Materials
34-40
Drugs and Sundries
116-121, 123
Dry Goods
2-33. 165-169
Electric Goods 106
Farm Equipment
raim Equipment
Flowers113-115
riowers113-115
Fountain Pens
122, 126

A ... A . C ........ 1: . .

. ,
Fruit Trees
Furnishings
139-143 Furniture54-63
Girls' Clothing
173, 182-183
Harness87
64-67, 71-75 Hosiery148-152
Jewelry126
Linens29-33 Lingerie173-179
Linoleum171
Men's Clothing
132-138 Music50-51
Neckware49
Notions 12-13, 32-33
Nursery Stock
Plants
110, 114-115

•
Plumbing107 Radios and Tubes
Roses114 Rugs170-172
Saddles
Seeds110-113 Sewing Machines 63 Shoes153-164
Shoes153-164 Shrubs, Trees114 Silverware124 Sport Goods127
Stoves68-70
Tires99-102 Towels28-29 Typewriters122
Underwear144-147
Valentines123 Vegetables
110-112
Washers68 Watches125-126 Window Shades41
Women's Clothes 175-183
oans on Page 42

Read About Property Improvement Loans on Page 42

#### PRICES IN THIS BOOK ARE FOR MAIL ORDERS ONLY

The exceptionally low Sale prices quoted in this catalog are available only to customers who order these items from Sears BY MAIL.

Because of over-the-counter delivery, our retail store prices on this merchandise are usually higher than our cata-

#### IMPORTANT INFORMATION REGARDING PRICES...

Should the Federal Government or any State find it necessary to increase by taxes or otherwise the cost or seiling price of any of the merchan-dise described in this Catalog, we reserve the right to add any such taxes or other increases to the prices of merchandise shown in this Catalog.

#### PARCEL

Be Sure to Send ADDITIONAL MONEY to Pay Postage. Charges for parcel post shipments must be paid in advance. Add the amount for postage to the cost of the merchandise and include it in your remittance. We always return every penny you send over actual postage required. In figuring postage on packages weighing more than one pound, the Postoffice figures a fraction of a pound as a full pound. For example: If the total weight of your order is 7 lbs. 2 oz., it will take the 8-lb. rate. Packages weighing up to 70 pounds can be carried by Parcel Post in Ali Zones.

-----

2 ounces 11/2c	SHIPPING WEIGHT	Local Zone	Zones i & 2	ZONE 3	ZONE 4	ZONE 5	ZONE 8
3 or 4 ounces. 3c	1 pound 2 pounds 3 pounds 4 pounds	8c	10c 11c	11c 13c	17c	17c 22c	26c 37c
5 or 6 ounces. 4½c 7 or 8 ounces. 6c	6 pounds	9с 10с	1 <u>3</u> c 14c	17c	24c 28c	33c	59c 70c
The above rates apply to	7 pounds 8 pounds 9 pounds 10 pounds	11c	16c 7c	23c 25c	35c 38c	<b>54</b> c	\$1.03
any zone. Over 8 ounces and up to 1 pound (16 ounces) al- 1 o w t h e 1 pound rate for	11 pounds 12 pounds 13 pounds 14 pounds 15 pounds	12c 13c 13c	19c 21c 22c 23c	29c 31c 33c	45c 49c 52c 56c	64c 70c 75c 80c	1.25 1.36 1.47 1.58
your zone, according to table of rates.  If you are not sure which	16 pounds 17 pounds 18 pounds 19 pounds 20 pounds	15c 16c 16c	26° 27° 28°	41c 43c 45c	66c 70c 73c	\$1.02 1.07	1.80
Parcel Post Zone you are in, ask your carrier or postmaster.	30 pounds 40 pounds 50 pounds 60 pounds 70 pounds	27c 32c 37c	51c 62c 73c	\$7c \$1.07 1.27	1.47 1.82 2.17	2.18 2.71 3.24	4.44 5.54 6.64

MAIL



-Width, 36 In.

#### Washfast Boilfast PERCALE Extra Wide GINGHA **Bungalow** A Money-Saver That's a Record-Maker

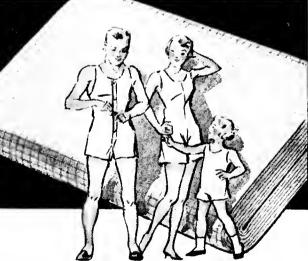
Extra Width Means Extra Money Saved

-Firm and Serviceable

-Width, 32 Inches

When it comes to gingham values, we won't be outdone! Sears prices must ALWAYS be LOWEST! Here's a grand example of what we mean—the Bungalow apron quality you all know, at an unbeatable bargain price! Stock up! The saving isn't in the first cost alone; you'll find Bungalow gingham wears BETTER than others near its price! (10) Navy blue check; (12) Black check; (14) Brown check; (17) Green check; (18) Helio check; (19) Pink check. State pattern number. Shipping weight, per yard, 4 ounces.

98 X 4088—A Yard......9c



-Smart New Designs

This percale certainly is a bargain; you'll realize

that the moment you see it! And when you do your

own sewing—you may have three smart percale

dresses, all well made, for what you'd pay for one

readymade of equal quality! Here's a real price scoop!

(2) Copen and red; (3) Green and Gold; (4) Navy

blue; (5) Red; (6) Orchid; (7) Black and white. State

98 X 3214-A Yard.....9C

pattern number. Shpg. wt., per yard, 4 oz.

#### Standard Quality UNDERWEAR CHÉCKS

#### Known for VALUE!

- -64x60 Threads to Square Inch
- -Delicate Undie Tints
- -Economy Width, 36 Inches

Underwear fabric should be strong in texture, it should launder well. This underwear check fills the bill! Full standard quality. COLORS: Bonnet Pink, Lavender, Peach or White. State color. Shipping weight, per yard, 4 ounces.

98 X 5191-A Yard.....9C

42 KCMNBP SEARS-ROEBUCK



#### Standard PERCALE Quality

#### A Mighty Low Price for It!

- -64x60 Threads to the Square Inch
- -Staunch Sturdy Grade, Wears WELL
- -Width, 36 Inches . . . Saves in Cutting

Outfit Daughter in this percale! Think how little even three or four new dresses would cost; the savings would buy you enough material for a dress for yourself! Strictly first quality. Smart for trimmings. COLORS: Apple green; Alice blue; Copen blue; Lilac; Orange; Navy blue; Rose pink or Tan. State color. Shpg. wt., per yd., 5 oz.

98 X 3250-A Yard.....



#### SHAKER

#### Cotton Flannel That Wears!

- -Medium Weight Serviceable Quality
- -Softly Fleeced on Both Sides
- -Width, 36 Inches

Soft, downy, warm—a quality you'll be glad to have baby wear . . . a quality you'll like to wear yourself, it feels so good and it is such a bargain! Fluffy napped. Absorbent. Compare it with others near its price! You'll see why so many women never buy cotton flannels anywhere but Sears. Bleached snowy white. Ideal for diapers. Shpg. wt., yard, 6 oz.

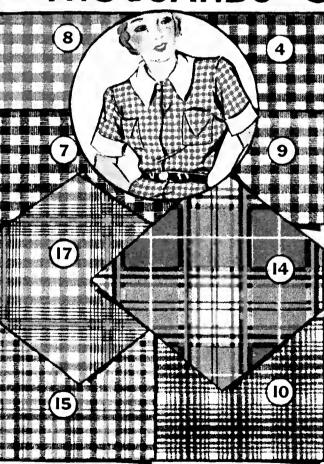
98 X 4147-A Yard.....



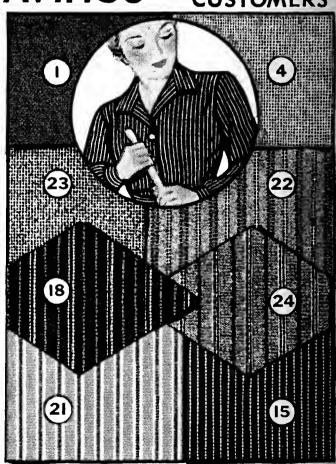


# THOUSANDS OF DOLLARS IN SAVINGS

FOR SEARS CUSTOMERS



# 3 2 2



#### 10° LEADER YD.GINGHAM

Serviceable, Practical GradeWidth, 32 Inches

Always a money-saver for Sears customers . . and now REDUCED! It gives you full money's worth—and more! Gay, smart patterns for house dresses and children's clothes. State pattern number. 98 X 4018—Shpg. wt., per yard, 4 oz.

6 c SEARS-ROEBUCK

# 102 A PERCALE

-Bright, Beautiful Prints
-Width, 36 Inches

For the best buys in percale—Sears anytime! And especially saletime! For example, these patterns; see how pretty and smart they are. Compare them with others, even at higher prices . . you'll see the difference, at a glance! State pattern number.

98 X 3206—Shpg. wt., per yard, 4 oz.

# 12<sup>c</sup> HOMETEX

-"Stands the Rub of the Tub"
-Woven Patterns -Width, 28 In.

Making work clothes PAYS! You know the workmanship's right, and you know the extra wear you may expect if they're HOMETEX! An extra saving, too, during this Sale; buy enough for work and play clothes for all the family. State pattern number.

98 X 4385—Shpg. wt., per yard, 5 oz.



This low price will make a big hit with Sears regular customers...they know how good Pongette is, how it wears! Smooth weave, soft **COLORS** 

Alice Blue Bonnet Pink Jade Green

Lavender Light Blue Peach

Tan White State color. Shpg. wt., per yd., 5 oz.

98 X 5104—A Yard......12c

LOWEST PRICE IN AMERICA FOR THIS **QUALITY** 

A YARD

SERO-CO

COTTON LINENE WASHFAST—BOILFAST

-Fully Mercerized, Crisp in Texture -Width, 33 Inches

The linene with the TRUE LINEN-LIKE finish —a great favorite for children's clothes. Tailors trimly; pleats sharply. You'll like it for your own clothes. And, price is welcome news for America.

COLORS: Bermuda Blue Maize Maple Sugar

Navy Blue Orchid Tan White Peach Queen blue

State color. Shpg. wt., per yard, 5 oz.

YOUR MONEY'S WORTH..and MORE



Yard Wide Cotton BROADCLOTH

... A BARGAIN You Shouldn't Miss!

- -Serviceable, Dependable Quality
- -Pretty Colors
- -Width, 36 Inches

Knowing how important broadcloth is in any homesewing program, we scoured the market to find you a fine value. It's a quality that lives up to Sears high standards for a cotton broadcloth ... and the price is the lowest possible! Buy now; get a full supply for your Spring sewing.

COLORS

Light Blue Peach Maize Pink Medium Blue Rose Medium Green Tan White Orchid

State color. Shpg. wt., per yard, 4 oz. 98 X 5110-A Yd. 10c Pastoral CLOTH Superlative Quality -Fine Combed Cotton -Rich Mercerized Luster -Sunfast—Boilfast -Width, 36 Inches A cotton known for beauty! Extra fine, extra soft, with a soft luster that adds distinction to anything you make! Use it for prize-winning quilts and pretty clothes. Buy it at a sale price.

COLORS

Jade green Black Light blue Bonnet pink Light burnt orange Lilac Butter yellow Chamois Nile green Orchid Copen blue Eggshell Firebrand Rose

Honey mellon

7

White'

State color. Shpg. wt., per yd., 4 02.

98 X 5107-A Yd. 27c



-Width, 32 Inches A bargain-opportunity for which we know thousands of regular Tupelo users are waiting. Don't miss it—especially if you have never used Tupelo before. You'll be pleased with the way it stands hard wear—the way it doesn't show soil easily! (1) Plain Dark Blue; (2) Gray with woven novelty stripe; (5) Green with White; (10) Copen blue with novelty stripe; (12) Copen blue with Diamond decoration; (15) Tan and Brown with Black and White. State pattern number.

98 X 4390—Shpg. wt., per yard, 6 oz.

## 27-in. HICKORYSHIRTING

#### ON SALE-BUY NOW!

-Strong Medium Weight -Width, 27 Inches

You know how much higher some stores price this famous quality! ears gives you a big saving! Use Hickory for work shirts, aprons, playsuits, children's coveralls.

Indigo blue and White stripe.

98 X 4362—Shpg. wt., per yard, 6 oz...

-Close Set, Strong Texture



#### **Twill Weave Cotton** BABY FLANNEL

-Medium Heavy Weight -Delicate Tints -Width, 27 In. -Fleeced on Both Sides

A flannel that is as kind to tender skin after washing as before . . . and every mother knows that's the test of a good quality. It's our finest twill weave flannel, equal to others that sell for much higher prices than our regular price. This reduced price makes it an extra special bargain! COLORS: Blue, Peach, Pink or White. State color. Shpg. wt., per yard, 4 oz.

98 X 4183—A Yard.....

# 2,000,000 Yards MARKED DOWN!

These Low Prices

Our LEADER Serviceable Cotton

#### SHAKER FLANNEL

-Medium Weight -Fleeced on Both Sides -Snowy White Bleach

No one expected this . . . a price cut on our Leader Value! The price already was so low, a better value just didn't seem possible! Take advantage of the reduction now; remember, this Sale is over after Feb. 28, 1935.

Shipping weight, per yard, 4 ounces.

Inch 98 X 4141—A Yard Shipping weight, per 30 yard, 6 ounces.

Inch 98 X 4142-A Yard Shipping weight, per 36 yard, 6 ounces.

Inch 98 X 4143-A Yard

for Mail Orders Only

Velvedown

#### Our Best Cotton SHAKER FLANNEL

-Extra Heavy Weight -Absorbent

-Both Sides Fleeced

-Snowy White Bleach

Extra warm because it's deeply napped. Extra long wearing because there is more cotton in it—texture is firm. It's our finest cotton shaker flannel, soft and smooth, a grade you'll like for baby's tender skin. Use it for nightwear, too.

Shipping weight, per yard, 4 ounces.

Mich 98 X 4168-A Yard Shipping weight, per Shipping weight, per yard, 6 ounces.

Inch 98 X 4170—A Yard

Shipping weight,

36 per yd., 6 ounces. Inch 98 X 4171-A Yard

8

C

SEARS, ROEBUCK AND CO.



The Better Grade TINTED LONGCLOTH

 $0\frac{1}{2}$ c

-68x72 Threads to Sq. In. -Width, 36 Inches

Soft finish. Our regular low price for this better longcloth lowered—but just for this Sale. Order plenty...NOW! COL-ORS: Bonnet pink, Lavender, Peach or White. State color. Shpg. wt., per yd., 5 oz.

98 X 5117—A Yd. 10½C

Standard Quality TINTED LONGCLOTH

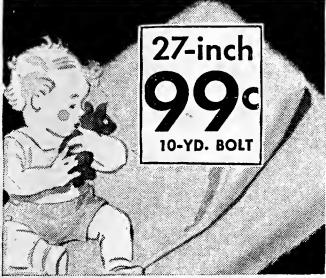
> -64x60 Threads to Sq. In. -Width, 36 Inches

> Good, serviceable, superior to others at its price. Use it for undies and tots' wear. COLORS: Bonnet pink, Lavender, Peach or White. State color. Shpg. wt., per yd., 4 oz. 98 X 5196—A Yd... 91/2C

**Low Sale Prices** For Mail Orders Only

PRICES . . . LOWERED!

Tinted Underwear CHECKS The Better Grade -72x80 Threads to the Square Inch -Width, Full 36 In. More threads to the inch than most. Extra strong. Soft, fine texture, nice enough for curtains and frilly blouses. 98 X 5105 State color. Shpg. wt., per yd., 5 oz. **COLORS: Bonnet Pink** Lavender Peach White



#### DIAPER ROSEDOWN

-Pure Fluffy Cotton, Absorbent Fleeced Face, Plain Weave Back

Thickly fleeced, smooth and soft treat for baby's skin. Wears and WASHES well. Bleached snowy white. Specially reduced for this Sale. Put up in 10-Yard Bolts Only.

98 X 4860—Shpg. wt., 99c IN. 2 lbs. 2 oz. 10 Yds......99c

30 IN. 2 lbs. 10 oz. 10 Yds.....\$

33 IN. 2 lbs. 12 oz. 10 Yds. .... \$

#### here's proof of guaranteed savings Reduced from -18c

-Full Standard Quality

Lustrous Finish

-Width, 36 Inches

Priced so much lower than other equal grades because Sears sell so much of itit's America's fastest selling sateen! Satellite is firm, soft, and smooth, with a sheen you usually find only at much higher prices. Buy it now, for months ahead—this saving certainly is worth while! Colors listed below. color. Shpg. wt., per yard,

98 X 5255-A Yard....

#### BARGAIN SATEEN

-Width, 36 Inches

The BEST WEARING sateen obtainable at its price! Lustrous, sturdy. State color. Shpg. wt., per yard, 5 oz.

98 X 5260—A Yard....

#### **COLORS**

American Beauty Black Brown Dark Apricot Lilac Medium blue Medium gray

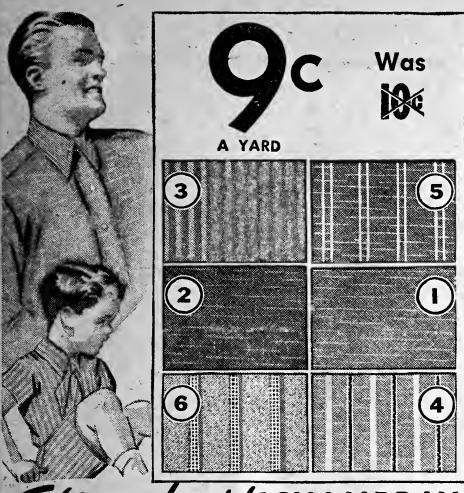
Navy blue Nile green Pink Rose Spanish yellow Tan White

**SEARS-ROEBUCK** 

C

9

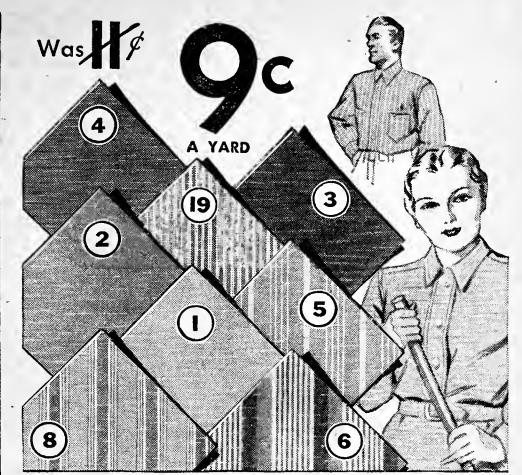




Strongheart CHAMBRAY

—Neat Patterns and Plain Colors
—Medium Weight —Width, 28 Inches
Time after time, Sears customers choose Strongheart. They
test it in actual wear, and insist on it always! Buy now . . . at
worth while savings! (1) Plain blue; (2) Plain gray; (3) Navy
blue and white; (4) Blue stripe; (5) Gray stripe; (6) Brown
heather stripe. State pattern number. Shpg. wt., per yard,

98 X 4383—Sale price. A Yard.....9C



### SERVWELL CHAMBRAY

-Woven Patterns and Plain Colors
-Serviceable, Dependable
-Clear, Fresh Colors
-Width, 36 Inches

"Thrift Cloth of a Nation"—a name well earned! Buy plenty at this miracle price! (1) Plain pink; (2) Plain light blue; (3) Plain gray; (4) Plain dark blue; (5) Pink with white; (6) Green and tangerine on white; (8) Blue fancy stripe; (19) Blue with white. State pattern number.

..90

# 1,000,000 YARDS..We Cut Costs..Cut Profits



#### HEAVY 2:45 DENIM

-Width, 28 Inches

Firmly woven...the stocky, heavy white back denim that can't be beat for wear at its regular price—now REDUCED! 2.45 yards weigh 1 pound—proof of Sears QUALITY! Indigo blue only. Shpg. wt., yd., 9 oz.

98 X 4354-A Yd . 16c

# 2:20 DENIM

-Width, 28 Inches

Woven from cotton. The preferred quality. Made extra heavy; stout, close-set texture, tough enough to take a lot of punishment. For work clothes. Indigo blue only. Shpg. wt., per yd., 10 oz.

98X4357-A Yd. 171/2c

# COTTON

-Width, 36 Inches

If you believe in looking your best all the time, you'll like Covert Cloth! Woven of selected cotton, close textured and strong. It wears well. COLORS: Blue, Gray or Tan. State color. Shipping weight, per yd., 7 oz.

98 X 4379-A Yd. 16c



YARD WIDE

#### Amoskeag CHAMBRAY

-Firm Heavy Grade -Closely Woven -Smooth Surfaced

A chambray that stands abuse! It is STURDY, and will give every bit of service America has learned to expect from the famous Amoskeag name! Use it for men's shirts, women's dresses, rompers, and boys' blouses. DARK BLUE only. Shipping weight, per yd., 6 oz.

SEARS, ROEBUCK AND CO. DCM 11



Brands. 

MODESS

Safest of all because of non-absorb-

**MODESS FIFTIES** 

Economy Package containing 50 pads Less than 1½c a pad! Shipping weight, s. 2 oz. 85 X 1565—50 napkins...55C





to keep young figures firm and smoothly curved. Good Quality brocaded rayon batiste, lightly boned. 9-inch front panel; 101/4 inch tailored back panel; 6-inch elastic sides. Tea Rose color only. Sizes: 26, 28, 30, 32, 34 inch waist.

State waist measure taken over dress. Shipping weight,

85 X 1574—Each 49C



In Pick-a-Pin Box Rust-proof brass wire. Sizes as follows:

10 Gold plated size 00 10 Silver plated size 00 10 Black enamel size -0

Nickel Plated 15 size 00 20 size 0 20 size 1 30 size 2 19 size 2½ 10 size 3

Shipping weight, 7 oz. 85 X 1570 Per Box....

A.C. E. Bobby Pins

A CARD 3 Dozen on a Card

Regular 10c Quality

Smooth finished bobby pins

no roughness either inside
or out. Flexible spring steel

Rounded ends. 36 straight,
curved or invisible pins
on a card. Black or
Bronze color. State style
and color. Shpg. wt., 1 card
3 oz., 3 cards 4 oz.

85 X 1568—1 card. 6c
3 cards. 16c

#### **Kurley Kew Kurlers**

6 FOR 23C

Feather weight aluminum curlers, perforated to permit quick drying. For making massed curls and curling ends. Elastic band holds curls tightly in place. Lengths, 2½ inches or 3 inches. State length. Shipping weight, 2 oz.

85 X 1940—Set of 6 Curlers....Set

#### **Baldwin Marcellers**

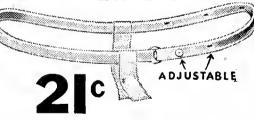
6 FOR 37C

Savings Here, Too

Requires no heat. Soft, flexible perfumed rubber curlers that not only wave hair but curl ends. Length, about 43% inches. Full directions for making lovely continuous waves around head. Shipping weight, head.

7 ounces. 85 X 1936—Set of 6 Wavers.....





#### Kleinert's "Nuvo"

Special low price on sanitary belt of knitted rayon meshed with pure gum rubber. Popular light weight, narrow width. Ad-justable style that fits any fig-ure. Flesh color. Shipping weight, 2 oz.

85 X 5030-Each .. 21c



Two button style of inch rayon and cotton covered elastic. Rayon batiste pads and tabs. Flesh color. Small (23-in.) Medium (26-in.) large (30-in.) Extra large (34-in.) State size. Shipping weight, 3 oz.

85 X 1580—Each ......19c



#### SEE THIS LOW PRICE for Combined Waist and Hose Supporter

Extra savings on this comfortable style for kiddies. Designed to fit the body-all support carried from shoulders. Made of strong cotton tape with adjustable elastic pin-on hose supporters. Buttons for attaching outer garments. White only. Even sizes 2 to 12 years. State age-size. Shipping weight, 3 oz.

85 X 1566—Each.....



#### Assorted Shoe Laces

An assortment containing sizes, styles and colors to suit all members of the family. Strong durable cotton tubular laces, some mercerized, others glazed. For dress, school or work uses. Shpg. wt., 4 oz.

85 X 9504 ....18c 14 Pairs.....



#### Tough Rubber Stick-On Soles

No tacking or sewing.
Waterproof, non-slip. Cement included. State shoe size. Shpg. wt., pr., 6 oz.; 3 pr. 14 oz.

85 X 9835 — M e n s
Large sizes 10, 11 or 12.

85 X 9836—Men's Med.
sizes, 6, 7, 8 or 9.

85 X 9837 — Women's and youth's sizes, 1 to 7C
3 pairs. 194

pairs....

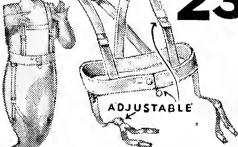


#### **¬ Large Can Shoe Polish**

Easy to use. Gives a bright lasting shine. Lever opening can contains 3½ ounces. Shipping weight, 6 oz.

85 X 9773—Black 85 X 9774—Brown 85 X 9775—Tan

7C Per Can...



**SEARS** 



#### ANDANAS

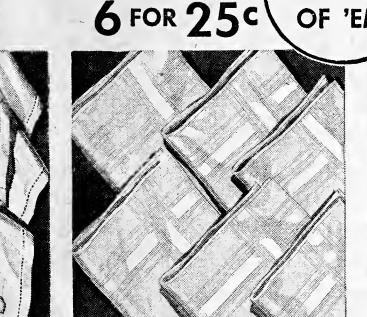
4 Sizes — All Sale Priced
Price cuts even on these best sellers. Old reliable

standard quality cotton bandanas; most practical of all 'kerchiefs for hard usage. Neatly hemmed. Fast color red or blue prints similar to illustrations. State color.

Catalog No.	Size Abt.	Shpg. Wt.	WAS 6 for	NOW 6 for
85 X 4524 85 X 4525 85 X 4526 85 X 4527	$20 \times 20\frac{1}{2}$ in. $23\frac{1}{2} \times 23$ in.	5 oz. 7 oz. 9 oz. 11 oz.	26c 42c 59c	32C

Price Cuts You'll Not Equal

6 FOR 29c



**DON'T** 

Men's Embroidered Initial Handkerchiefs

Good quality white cotton with colored initial. Size about 16% x16½ in. Hemstitched. All initials except I, O, Q, U, V, X, Y and Z. Print initial wanted. Shipping weight, 5 oz.

85 X 4506—Package of

#### Men's Satin Stripe Handkerchiefs

· Good quality white cotton with assorted white satin striped borders, similar to illustration. Neat hemmed edges. Size about 16\%x16\% inches. Shipping

weight, 6 oz. 85 X 4504-6 Assorted ..... 25c

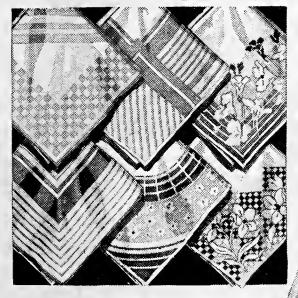
#### TWO MORE TYPICAL SEARS VALUES 6 FOR 22C 6 FOR |90



#### Boys' Handkerchiefs

White cotton with fancy colored woven borders. Will wash well. Assorted patterns similar to illustration. Hemmed. Size about 14x14 inches. Shipping weight, 4 oz.

85 X 4590—6 Assorted...22c



#### Women's 'Kerchiefs

Bright colorful prints (similar to illustration), on good quality white cotton lawn. Neatly hemmed. Large size, about 10% x10% inches. Shipping weight, 3 ounces.

85 X 4314—6 Assorted...19c

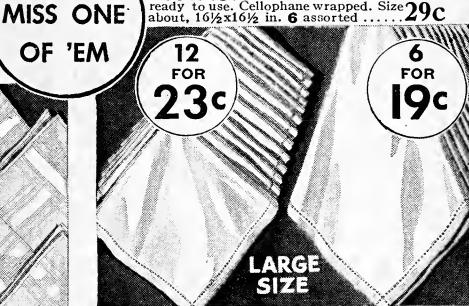


Surprisingly Low Prices for Men's—Women's 'Kerchiefs

Good quality woven colored cord, white cotton

handkerchiefs. Attractive colored borders (similar to illustration). Shipping weight, Women's handkerchiefs, 3 oz., Men's 5 oz.

85 X 4304—Women's Hemstitch-18c
ed. Size about 10½x10 in. 6 assorted. Soft finish, ready to use. Cellophane wrapped. Size 29c



#### Men's or Women's White Cotton Hemstitched Handkerchiefs

'Til February 28th, a big special selling of the practical handkerchiefs most everyone wants for general use. Firmly woven quality—stands lots of laundering. Hemstitched. Shipping weight, Women's, 5 oz., Men's, 5 oz.

85 X 4300—Women's Size, about 11x11 in. 23c **12** for..... 85 X 4500—Men's Size, about 17x17 in. 19c

> These Low Sale Prices for Mail Orders Only

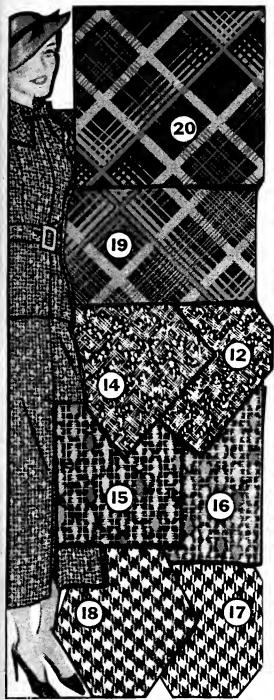
#### COLORFUL **COTTON CREPE**

Usually \$1.00—a better made, nicer robe than you'd expect for such a low price. Fits average figures. The contrasting, colorful printed floral design gives it a youthfully gay air-material is a good quality cotton crepe in rose or copenhagen blue. State color. Shipping weight, 13 oz.

85 X 1583—Each. 89C

13 **SEARS** MNCK



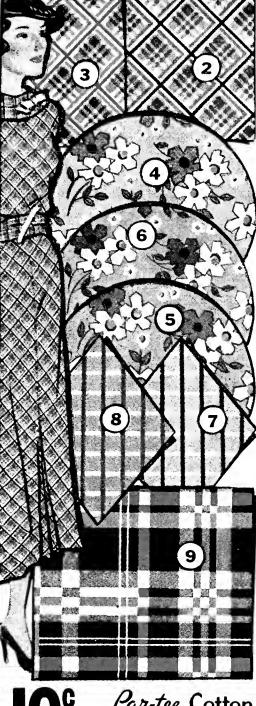


# Printed Cotton TWEED

- -Serviceable, Medium Weight
- -Rich Colorings
- -Width, 35 Inches

See how smart cold-weather cottons can be! The tweed-like appearance of these brand new prints makes them perfect for street dresses. Wear them now under coats, and later on, in the early spring. Deep-toned plaids and shepherd checks—all good looking! State pattern number. Shipping weight, per yard, 5 oz.

98 X 3342—A Yard .... 18C

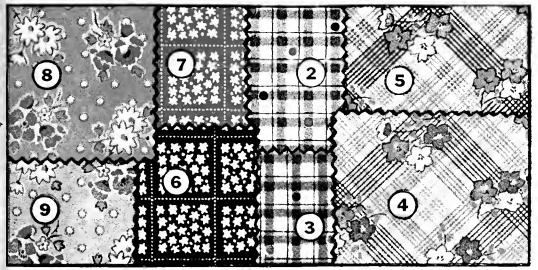


9° Par-tee Cotton BROADCLOTH

- -Washfast, Boilfast Colors
- -Lustrous Finish
- -Width, 36 Inches

Only the material in the more expensive dresses can compare with Par-tee for broadcloth quality! Par-tee prints have great distinction; styles that set the pace. It makes up prettily . . . and easily; its extra firmness makes sewing so simple! State pattern number. Shipping weight, per yard, 5 oz.

98 X 3344—A Yard... 19C



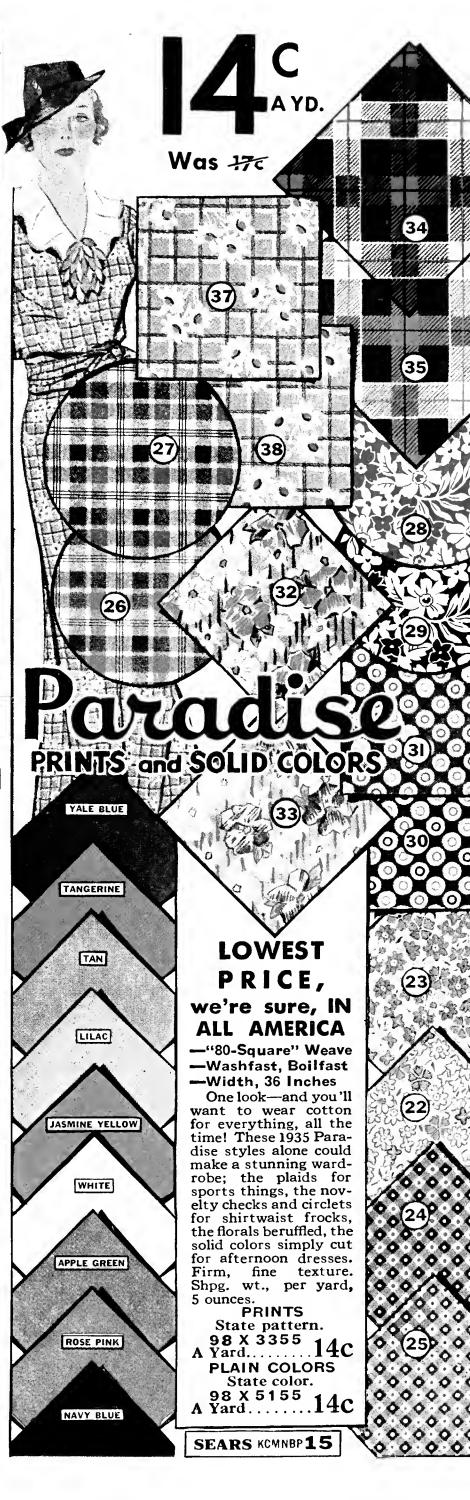
# 31 BARGAIN INCH BATISTE A Kiddies Dress for 25¢ or Less

#### -Washfast, Boilfast Colors -Crisp Finish Cotton

Your own dress for practically a song! This batiste certainly does cut the cost of looking pretty! It's crisp and firmly woven . . . will keep its

freshness through many launderings. Stunning patterns; lovely colors. The best batiste "buy" we've seen! State pattern number. Shpg. wt., per yd., 3 oz.

98 x 3318-A Yd.. 13½c





-Unusually Lovely New Patterns

16

-Width, 36 Inches

Quality always in demand—now in stunning new patterns and sale priced besides! Cheery ensemble effects possible at very little cost if you use it for comforter coverings, slip cover sets, window draperies and cushions to match. Pattern number five is in the new deep rust shade decorators are using throughout modern homes. State pattern number. Shipping weight, per yard, 5 oz.

SEARS, ROEBUCK AND CO.

**PRICES 46-INCH** WAS AS LOW 12 Lovely Patterns Practical Widths

Any pattern in choice of either width.

Serviceable Quality.

Well Coated

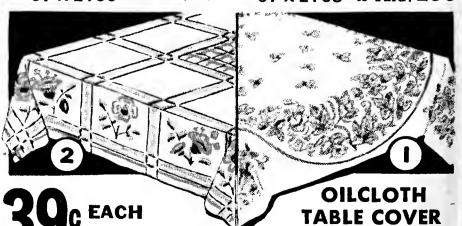
We secured especially for this sale the grandest lot of new oilcloth patterns you'd ever hope to see at such low prices. Quality is the excellent wearing kind thrifty women choose for table covers. Colors are clear and bright. Simply wiping with a damp cloth restores them to their original freshness.

#### 46-Inch Width

State pattern number. Shpg. wt., per yd., 1 lb. 2 oz. 97 X 2155—A Yard. 18C

#### 54-Inch Width

State pattern number. Shpg. wt., per yd., 1 lb. 6 oz. 97 X 2163—A Yard. 23c



Low priced—extra long wearing—our regular high quality 54x54-inch table covers now on sale. Each pattern offered in choice of two color combinations. Pattern 1 comes in Blue or Green on white; Pattern 2 comes in Green squares on white or Blue squares on ivory. State pattern number and color.

97 X 2136—Shipping weight, each, 1 lb. 14 oz.



# BIG 3-Lb. COTTON BATTS

- -Good Grade Cotton Linter
- -Soft Cream Color (Unbleached)
- -Double Bed Size. About 72x90 Inches

Sears have always been famous for fine batting bargains, but just SEE the savings offered here! We don't believe you'd find better value anywhere! Two full size rolls made from fresh, new cotton linters . . . on sale at this special reduced price 'til February 28th. When choosing coverings, don't overlook the beautiful styles and the big savings offered on Comforter materials shown on opposite page. Shpg. wt., for two, 6 pounds 13 ounces.



#### Costs Less than if You Made It!

-Our Famous "Economy" Quality -Fits 54-Inch Mattress -Allowance Made for Shrinkage -Closes with Tape Ties

Amazing to find a real box shaped unbleached cover with firmly stitched, set-in sides offered at as low a price as this! On sale at this special saving only 'til February 28th.

97 X 2401—Shpg. wt., each, 1 lb. 10 oz. EACH...........69c



-Width, 36 Inches Bargain price on choice patterns similar choice patterns similar to illustrations. Colors: Blue or Green with harmonizing colors; also Red and Green with border pattern. State color. Shpg. wt., per yd., 5 oz.

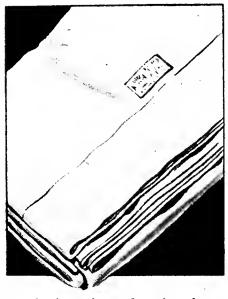
97 X 2044 10C



#### HERE'S A BUY!

# 81×90-Inch SHEETS

Possible Only In a Sears Sale!



- SEAMLESS
- BLEACHED
- HEMMED

Buy Plenty

A drastic reduction in price aimed to get new customers and save a lot of money for our regular customers. Sheets that will prove useful in tourist camps, homes . . . any place where a big supply is needed.

97 X 1702—Double bed size, 81x90 inches. Shpg. wt., ea., 1 lb. 4 oz. Each....56C

17 SEARS, ROEBUCK AND CO.



The Value

of All

**Values** 

Sears Have Done

for Our Big 60-Day Sale

# CHINA COTTON

**Quilters' Delight** A Sears Value

-Two Sizes; Two Weights.
-Exceptionally Fine Quality.
Just look at Sears low prices! And remember this is the quality recommended for finest comforters and quilts. China cotton, famous for springiness reaches you fresh and clean because put up in sanitary scaled packages.

Size, 72x90 Inches Lb. 97 X 2616
Shipping weight,
Roll each, 1 lb. 4 oz. EACH

Size, 84x100 Inches For those who wish the size necessary for large quilts.

97 X 2619
97 X 2619
Lh. Shipping weight, each, 1 lb. 14 oz.
Roll
EACH

and, here's a give away price for the covering ....

#### CHEESECLOTH COVERED Challenge Batt

Same good quality, but covered with firm grade cheesecloth, tufted at intervals for easy handling.

97 X 2628 Shipping weighteach, 3 lbs. 6 oz. EACH...

#### STITCHED COTTON -Fresh, New Cotton, STITCHED

Lengthwise About Every 5-Inches ade specially for Sears—priced here a. Extra savings. Fresh, clean cotton. Full size rolls (about 72x90 inches) which make large, double bed size comforters. Extra springy, because natural cotton.

18

Was 54 F

2½-lb. Roll

97 X 2624 Shpg. wt., ea., 2 lbs. 13 oz. 450

97 X 2625 Shpg. wt., ea., 3 lbs. 5 oz. 49c

# Greater Warmth Greater Savings

#### Sleep Warm—At Small Cost With Comforters Made From Wool

- -Full Comforter Size, Opens to About 72x84 Inches.
- Dependable Quality, Natural Color Lamb's Wool.

Not at all the usual kind of batts you might expect to get at this price. A good dependable quality, just as warm as the best wool battsmade, but a trifle darker in color. Soft, fluffy, with a springiness that doesn't mat down—a Sears Sale value you'll want to show your friends. Shpg. wt., each, 2 lbs. 4 oz.

97 X 2670—EACH.....

TODAY'S VALUE



#### SATEEN A Real Sale Value!

-Made with Soft, Satiny Finish Expressly for Comforters.

-Highly Mercerized. -Width, 36 Inches

Just when winter things need freshening comes this bargain-special selling of sateen. Sunfast, washfast, boilfast colors lovely as you could wish for comforter coverings, quilt linings, window draperies, cushions, slip covers. Such extra value, you can't afford to miss this Sale. Colors shown. State color. Shipping weight, per yard, 5 oz.

97 X 2047—A Yard.....



#### WE CAN'T GET 'EM FAST ENOUGH

Each Piece a Full Width of Goods, From Selvage to Selvage

None Less Than 5 Inches Long

Another low price! Another sell-out expected here! On big, 4-pound rag bundles that contain all the handy pieces busy housewives need. Assortments include prints, plain colors and woven cottons—no sewed together pieces among them. For making rag rugs, quilts or patching clothes. Shpg. wt., 4 lbs. 3 oz.



27

OZ. PRINTED
ART TICKING

-Width, 32 Inches
-Assorted Patterns

The good weight, better quality you're accustomed to seeing at higher prices. Patterns similar to illustration. Colors: Green grounds; White grounds; Blue stripe; or Tan with green stripe. State color. Shipping weight, per yard,

97 X 1235-A Yd. 27C





Your big opportunity to buy Tiger Rose, the firm quality, heavy ticking used for best grade mattresses and pillows at a low price. Staple blue and white stripe. Shpg. wt., per yd., 10 oz. 31c

32-INCH WIDTH

18
8 Ounce
Tried True
TICKING

7 amous Quality
GOVERNMENT APPROVED
SALE PRICED by Sears

Width, 32 Inches

Strong, Serviceable Quality

Washfast Blue and White Stripes

Nice, isn't it, to find this prime favorite for mattress and pillow coverings priced so low? Tried and True is a better than usual 8-ounce ticking because it conforms with the strict requirements of U. S. Government Specification No. CCC-T-351. Shipping weight, per yard, 9 ounces.

97 X 1223—A Yard ...... 18c

#### **36-Inch Tried and True**

Savings here, too. Same good Quality Tried and True ticking but in the wider

width. 9-ounce weight. Shipping weight, per yard, 11 ounces.

24

SEARS, ROEBUCK AND CO.

97 X 1228—A Yard....

19

# WIDE SHEETING ON SALE

- **Full Standard Quality**
- 64 x 64 Thread Count
- Practically Pure Finish
- Strong Selvages
- **Every Order Hand Torn**

NEWS OF FIRST IMPORTANCE ... Sears greatest sale of Launderite the nation's favorite sheeting! Most of our customers are acquainted with this famous brand, but we want every woman in America to know its fine qualities. If you're one of the few who don't know Launderite, write for a FREE SAMPLE, today. Or, better still, order Launderite . . . examine it carefully . . . try it. If you don't say it's the greatest value you've ever seen for the money, we'll return every penny you've paid.

#### **BLEACHED WHITE**

Width Inches	Known as	Used For	YD.			
63	7/4	97 X 1030—Extra single or twin bed. Shpg. weight, per yard, 9 oz.	24c			
72	8/4	97 X 1032—Three quarter or twin bed. Shpg. weight, per yard, 10 oz.	27¢			
81	9/4	97 X 1034—Double bed. Shipping weight, per yard, 12 oz.	28¢			
90	10/4	97 X 1036—Full double bed. Shipping weight, per yard, 13 oz.	<b>32</b> c			
UNBLEACHED (Natural Gream Golor)						

CHECKEL (Mature) Cleans Color)						
63		97 X 1029—Extra single or twin bed. Shpg. weight, per yard, 10 oz.				
72	8/4	97 X 1031—Three quarter or twin bed. Shpg. weight, per yard, 11 oz.	24c			
81	9/4	97 X 1033—Double bed. Shipping weight, per yard, 11 oz.	25°			
90	10/4	97 X 1035—Full double bed. Shipping weight, per yard, 13 oz.	29c			

20 CPB SEARS, ROEBUCK AND CO.



Paundorito

page. Bleached white.

97 X 1024

PILLOWCASE SHEETING

**Just See These Reductions** 

42 Shpg. wt., per lnch yd., 7 oz. A Yd. 17c

Same good quality as used for Launderite Sheets and Sheetings. Remember, it's woven flat and NOT to be confused with pillow tubing shown on opposite

Launderite

A YARD

97 X 1026



Than

81-Inch Unbleached

# VALUE

WIDE SHEETING Every Width Reduced

Made from Clean, Sturdy Cottons Good, Medium Quality

Budgeteers, don't miss this Sale! Take advantage of these special reduced prices to make up sheets at savings! While not as heavy as Launderite, Wonder Value is a good, sturdy sheeting which will give a full money's worth of wear. Every order hand torn for straight hems.

Width, Inches	Known As	(Natural Cream Color) Used for	5 YARDS
72	8/4	97 X 1513—Three-quarter or twin bed. Shpg. wt., 5 yds., 2 lbs. 8 oz.	\$1.05
81	9/4	97 X 1515—Double bed. Shpg. wt., 5 yards, 2 lbs. 12 oz.,	1.14
		BLEACHED WHITE	, ,
72	8/4	97 X 1514—Three-quarter or twin bed. Shpg. wt., 5 yds., 2 lbs. 9 oz.	\$1.15
81	9/4	97 X 1516—Double bed. Shpg. wt., 5 yards, 2 lbs. 15 oz	



-Bleached Pure White ---Woven Tubular

Known wherever Pepperell quality is sold—but not at such special savings as Sears offer. Woven from selected strong cotton yarns into a smooth, long wearing fabric. Washes beautifully.

36	97 X 1460 Shpg. wt., per yd., 6 oz. A Yard	17c
40 Inch	97 X 1461 Shpg. wt., per yd., 6 oz. A Yard	18c
42	97 X 1462 Shpg. wt., per yd., 7 oz. A Yard	19c
45	97 X 1463 Shpg. wt., per yd., 7 oz. A Yard.	20c

To Encourage **Quality Buying** We've Cut Every Price for 60 Days

81-INCH UNBLEACHED

# WIDE SHEETING

Golden opportunity to have sheets of extra quality...that are finer, longer wearing... at special Sears savings! Lady Fair's a 68x72 thread count sheeting—woven from exceptionally strong, long fiber cotton. Practically pure finish. Sturdy tape selvages. Hand torn to insure your having straight hems. Truly a wonderful cloth.

Width Inches	. Known As	BLEACHED WHITE Used for	A YARD
63	7/4	97 X 1042—Extra single or twin bed. Shpg. wt., per yd., 11 oz.	
72	8/4	97 X 1044—Three-quarter or twin bed. Shpg. wt., per yd., 12 oz.	34c
81	9/4	97 X 1046—Double bed. Shpg. wt., per yard, 13 oz	<b>36</b> 0
90	10/4	97 X 1048—Full Double Bed. Shpg. wt., per yard, 14 oz	40c

#### UNBLEACHED (Natural Cream Color)

72	8/4	97 X 1043— Three-quarter or twin bed. Shpg. wt., per yard, 13 oz.	<b>32</b> c
81	9/4	97 X 1045 — Double bed. Shpg. wt., per yard, 14 oz	34c
90	10/4	97 X 1047—Full Double Bed- Shpg. wt., per yard, 1 lb	<b>37</b> c

36-inch

# PILLOW TUBING

**A Quality Bargain!** 

-68x72 Thread Count Bleached snowy white—smoothly, beautifully woven—you'll want this better grade tubing for "best" pillowcases. Sears prices are always lowest.

97 X 1465
Shpg. wt., per yd., 7 oz. 21c
Inch A Yard.. 21c
Inch A Yard.. 24c

97 X 1466 Shpg. wt., 23 Inch A Yard. 23

97 X 1468 C 45 Shpg. wt. 25c Less Than

Contact the second of the second

# ALL EYES ON THESE LOW PRICES

MOST Popular of the "Wide" Widths—on Sale

- -Weighs 4 Ounces to the Yard
- -Natural Cream Color (Unbleached)
- -Medium Grade; Has Nice, Soft Feel
- -Width, 40 Inches

Price slashed to a new rock-bottom low! Makes this popular sheeting one of the key values in our sale! Firmly woven—wide width—sturdy cotton. Put up and sold in 10-yard bolts only. Shpg. wt., 10 yds., 2 lbs. 9 oz.

97 X 1668....

10 Yds.



Sale Price
Only

A YARD
In 10-Yd. Bolt

# Sears BEST Is Your BEST FOR VALUE AND SAVINGS

—Weighs 4.6 Ounces to the Yard —Natural Cream Color (Unbleached) —Width, 36 Inches —Very Firm Quality

More quality—lower price, isn't that good news for housewives? Our best unbleached sheeting is woven from extra clean cottons—extra strong—to give you the good wear you've a right to expect. Buy a supply while sale is on. Put up and sold in 10-yard bolts only. Shpg. wt., 10 yds., 2 lbs. 15 oz.

97 X 1926.....

10 Yds.

s 15

Sale Price
less Than

Less Than

A YARD
In 10-Yd. Bolt

# SPECIAL MIDWINTER SALE PRICE On Bargain Sheeting

- -Weighs 2.9 Ounces to the Yard
- -Natural Cream Color (Unbleached)
- -Width, 36 Inches

10 Yds.



THREAD COUNT 64

LESS THAN

AA
YD.

In 10-Yd. Bolt

#### 

For Mail ORDERS ONLY

- -Firm, Heavy Quality
  -Natural Cream Color
- -Width, 36 Inches

Every thrifty shopper will welcome news of Sears price cut on unbleached Indian Head. Same excellent quality, serviceable grade thousands of housewives find best suited to

everyday uses. Woven from clean, sturdy cottons, gradually washes white. Put up and sold in 10-yard bolts only. Shpg. wt., 10 yards,

3 lbs. 10 oz. 97 X 1993 Yards \$39

# Washed SUGAR BAGS

# Less Than Usual Price While Sale's On!

-Extra Soft Cotton, 100-Lb. Size -Free From Stamping or Body Holes

We bought heavily, but price is so low they will sell rapidly, so order early. Ideal for any wiping purpose. These will be about yard squares after ripping. Shpg. wt., of 10,

1 lb. 13 oz. 97 X 271 4—10 For.....





#### **Every Sale Order Should** Include A Length Of CHEESECLOTH At These Low Prices

- -Both Qualities, 36 inches Wide.
- -Medium Loose Mesh Weave.

Reduced prices on our two most popular qualities. Thousands will welcome this opportunity to get cheesecloth at savings. Only because we contracted with the mills for a tremendous quantity months ago were we able to get this special offering for our sale. Prices go up after February 28th.

#### **Bleached White**

Popular grades for straining and other household uses. So well bleached, all natural oil has been removed. Put up in 10-yard lengths only. Shpg. wt., 10 yds., 10 oz.

10 yards....

#### Unbleached

Same good cotton as used for the bleached. Makes practical cleaning cloths for car, windows, etc. Put up in 30-yard lengths only. Shpg. wt., 30 yds., 1 lb. 12 oz.

30 Yards....



#### Remarkably LOW PRICED

- -Firm, Serviceable Weave.
- -Counts 140 Threads to the Square Inch.
- -Width, 36 Inches.

Sears—the only store where you can get dainty tinted muslin, fast to washing. Special savings now on this favorite quality for quilt backings, mounting quilt patches—also making pajamas, nightgowns, lingerie. Colors shown. State color. Shipping weight, per yard., 5 oz.



Standard Quality

Better Quality

Best Quality

# BLEACHED GOODS

These Low Sale Prices for Mail Orders Only!



Again! Prices reduced on bleached goods! Always an eagerly awaited event in a Sears sale! Our regular good qualities, woven from fine cottons . . . possessing remarkably smooth, even finish and the extra nice whiteness obtained through bleaching by newest, most up-to-date method. Grades best liked for underwear, children's clothes, pajamas, nightgowns.

#### LONGCLOTHS MUSLINS

STANDARD QUALITY

Shpg. wt., 10 10 87 yds.; 2 lbs. 2 oz. yDs. 97 X 1902. YDS.

BETTER QUALITY

Shpg. wt., 10 10 yds., 1 lb. 14 oz. YDS. \$109

BEST QUALITY Shpg. wt., 10 **10** yds., 2 lbs. 97 X 1904. YDS.

STANDARD QUALITY

Shpg. wt., 10 10 87 yds., 1 lb. 12 oz. YDS.

Shpg. wt., 10 10 yds., 1 lb. 13 oz. 10 \$ 09 97 X 1913. YDS.

BEST QUALITY

Shpg. wt., 10 **10** yds., 2 lbs. 97 X 1914. YDS.

#### NAINSOOKS

STANDARD 10 Yds. 

QUALITY 10 Yds.

10 Yds. QUALITY 97 X 1924

23 Buy Now! SEARS, ROEBUCK AND CO.



# "Rates" America's Foremost Bedspread Maker **Presents 3 New 1935 Beauties**

Sears Present to Our Customers What We Believe to Be the Greatest Values of 1935



# Extra Low Priced Cotton

Scalloped; Size 84x105 Inches Firmly woven—fast colors—new 1935 pattern. White pattern on colored ground. Colors: Blue; Gold; Green; Helio or Rose. State color. Shipping weight, each, 2 lbs. 2 oz. 97 X 2544-Each ....

**24** c **SEARS-ROEBUCK** 

### WASHABLE COTTON **Exceptionally Low Priced**

-Size, 80x105 Inches -Scalloped You'll thrill when you see this value! Good weight, fast color spread, in fancy dobby weave. COLORS: Blue; Gold; Green; Helio or Rose. State color. Shipping weight, each, 1 lb. 14 oz.

97 X 2542 Each .....



#### "Bates" RAYON and COTTON A Real Price Scoop

-Big Size, 84x105 In -Rayon Scalloped

Beautifully patterned woven from No. 1 quality 300 denier rayon—the heavy kind which has wonderful luster, wears marvelously. COLORS: Blue; Gold; Green; Helio or Rose. State color. Shpg. wt., each, 1 lb. 9 oz.

97 X 2545—Each.....\$1.49



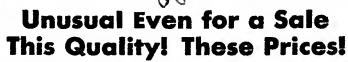
BIRDSEYE DIAPER CLOTH

IO-YD. BOLT ... Now

Was

**ENOUGH FOR** 

**13 DIAPERS** 



-Soft Finished Cotton; Bleached Pure White -Put up at Mill in Sanitary Sealed Packages

Not often at sale prices! Opportunity now for mothers to get this BETTER GRADE at extra special savings. Made under most hygienic conditions, Angel Brand's the quality doctors endorse as best for babies.

**97 X 2688**—Makes 20 diapers 18x18 in. Shipping weight, 10 yds., 1 lb. 5 oz... 10 Yds. 590 Inch 97 X 2692—Makes 15 diapers 24x24 in. Shipping weight, 10 yds., 1 lb. 11 oz.. 10 Yds. 760 Inch

**97 X 2693**—Makes 13 diapers 27x27 in. Shipping weight, 10 yds., 1 lb. 14 oz. 27 10 Yds. 820 Inch

97 X 2694—Makes 12 diapers 30x30 in. Shipping 10 Yds. 950 weight, 10 yds., 2 lbs. 1 oz.

# INDIAN

#### Price Cuts, Too, on This Nationally Known Cloth

-Bleached White -Looks, Wears Like Linen

Always in such demand, it's really startling when we can offer Bleached Cotton Indian Head at such low sale prices. Just see this fine choice of widths:

97 X 1131 — Sh weight, per yard, 7 oz. A Yard..... -Shipping inch

97 X 1132 — Shipping weight, per yard, 8 oz.
A Yard..... Ш Inch

97 X 1133 — Shipping weight, per yard, 10 oz. 51 Inch

63 97 X 1134 — Shipping weight, per yard, 12 oz.
A Yard.....

#### WASHED FLOUR BAGS Less Than 9c Each

-Enough for 20 Towels, about 17x36 In. or 10 Towels 36x34 inches
98-pound size used bags, heavy weight, bleached. The handy wiper. All perfect—no body holes. Simply rip bottom and sides; they're ready to use. Shipping weight, 10 bags, 2 pounds 11 ounces.

97 X 2712 ...... 10 for 890



#### Here's One! **Better Order Fast!**

-Snowy white-Fully Bleached -Makes Seamless Sheets

Such a tiny sum to pay for 5 yards of Wide Bleached Sheeting, we know we'll have a big demand for this sale special! Don't wait-Order yours today. Put up in 5-yard bolts only. Shpg. wt., 5 yards, 3 lbs.

97 X 1995—5 Yards....

SEARS, ROEBUCK

25

# Lady Fair SHEETS - PILLOWCASES

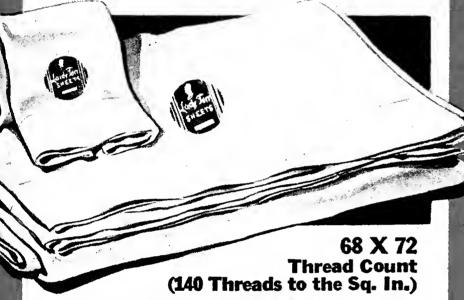
A MARK OF QUALITY



HERE, TOO, PRICES REDUCED!

Was 81 x 99 SHEET Lasting Value . .

Wears for Years and Years



-Snowy White Bleach-Practically Pure Finish

-Extra Strong Tape Selvages

-Hand Torn for Straight Hems

Thrilling news when Lady Fair goes on Sale! For who doesn't prefer this finer, better quality which gives almost twice the wear of lesser grades. And at these reductions you can have it for just about what you'd pay regularly for sheets and cases not nearly as good. Don't wait—take advantage now of these extra savings—enjoy extra quality cases at small cost.

#### HEMMED BLEACHED WHITE SHEETS

Inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
<b>63</b> by 99	Extra Single Bed Size    97 X 1951—Popular Length   Shpg. wt., each, 1 lb. 8 oz.	950
72 by 99	Twin Bed Size 97 X 1953—Popular Length Shpg. wt., each, 1 lb. 12 oz.	\$1.00
72 by 108	97 X 1954—Proper Length Shpg. wt., each, 2 lbs.	1.05
Thr	ee-Quarter or Double Bed Size	
81 by 90	97 X 1955—Regular Length Shpg. wt., each, 1 lb. 12 oz.	1.00
81 by 99	97 X 1956—Popular Length Shpg. wt., each, 1 lb. 14 oz.	1.05
81 by 108	97 X 1957—Proper Length Shpg. wt., each, 2 lbs. 3 oz.	1.17
BLEACHE	D WHITE PILLOWCASES Hemmed	2 FOR
42 by 36	97 X 1965—For pillows. 20x28 inches. Shpg. wt., 2 pillowcases, 13 ounces.	480
45 by 36	97 X 1966—For pillows. 22x28 inches. Shpg. wt., 2 pillowcases, 13 ounces.	520
<b>26</b> c	SEARS, ROEBUCK ANI	o co.



-Firmly Woven Cotton .

-Natural Cream Color

Takes the place of our old time 86-inch sheeting—a popular wider width which makes up into larger size, more satisfactory bed sheets. On sale 'til February 28th only. Put up in 5-yard lengths only. Shpg. wt., 5 yds., 3 lbs. 1 oz.

97 X 1517—5-Yards......\$1.39



State color. Shipping weight, each 1 lb. 1 oz.



#### Two Qualities—Savings on Both **BLEACHED PILLOWCASES**

Standard Quality

For mail orders only, this Sears sale special! Serviceable grade white muslin, neatly hemmed. Size, 42x36 inches for pillows, 20x28 inches. Shipping weight for 6, 1 lb. 7 oz.

97 X 1712 78c **Better Quality** 

Finer, more closely woven white muslin. Choose these for better appearance, longer wear. Size, 42x36 inches for pillows, 20x28 inches. Shipping weight for 6, 1 lb. 9 oz.

97 X 1713 6 for...

89c

**All Prices** for Mail **Orders Only** 



# eached Sheets

-Woven from Clean, Sturdy Cottons

-Hand Torn for Straight Hems

Special sale prices on the two most popular sizes for double beds. Favorite medium grade sheets, nicely finished. Will give more wear than you'd expect for so little money.

inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
81 by 90	97 X 1708—Regular length. Shpg. wt., each, 1 lb. 9 oz.	72c
81 by 99	97 X 1709—Popular length. Shpg. wt., each, 1 lb. 10 oz.	<b>75</b> °

Sale Ends Feb. 28th



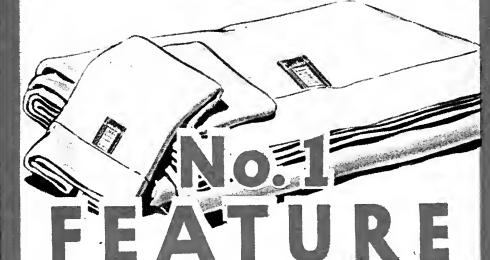
Amazingly little to ask for a double bed size sheet. Many of our customers prefer this unbleached quality, so here it is in this Nation-Wide Sale until February 28, 1935. Serviceablegradually bleaches white with washing.

97 X 1705—Regular Length.
Shpg. wt., each, 1 lb. 8 oz. EACH....

# STANDARD OF THE NA

**PILLOWCASES** 

IMAGINE 81 x 99 SHEET



## Of America's Greatest White Goods Sale!

Welcome news to millions. Price cuts on Launderite-lower than in several seasons of sales! Don't miss the opportunity of getting these excellent wearing, 64x64 standard count, sheets and pillowcases at these savings. Beautifully bleached. Superb, smooth finish. Fine, soft texture. Strong, closely stitched hems.

HEMMED BLEACHED WHITE SHEETS Inches Before All Lengths Less

Inches Before Hemming	All Lengths Less 5 Inches for Hems	EACH
54 by 90	Cot Bed Size 97 X 1730—Regular Length Shpg. wt., each, 1 lb. 2 oz.	65c
63 by 99	Extra Single Bed Size 97 X 1732—Popular Length Shpg. wt each, 1 lb. 7 oz.	75¢
72 by 99	Twin Bed Size 97 X 1735—Popular Length Shpg. wt., each, 1 lb. 10 oz.	79c
81 by 90	Three-Quarter or Double Bed Size 97 X 1737—Regular Length Shpg. wt., each, 1 lb. 9 oz.	78c
81 by 99	97 X 1738—Popular Length Shpg. wt., each, 1 lb. 13 oz.	81c
81 by 108	97 X 1739—Proper Length Shpg. wt., each, 1 lb. 15 oz.	92c
BL	EACHED WHITE PILLOWCASES  Hemmed	2 FOR
42 by 36	97 X 1746—For pillows, 20x28 in.	III c

Shpg. wt., 2 pillowcases, 12 oz. 414 X 1747—For pillows, 22x28 in. Shpg. wt., 2 pillowcases, 13 oz. 44c

New Customers—Important FREE: SAMPLE OF LAUNDERITE, YOURS FOR THE ASKING!

### Scalloped Sheets—Pillowcases

Look Pretty—Cost Little!

Made with hand cut three-leaf scallops usually found only on more costly qualities. Firmly woven, serviceable cotton.

BLEACHED WHITE SHEETS All Lengths Less Inches Before EACH 5 Inches for Hems Hemming 97 X 1711 — Popular Length. Double bed size. Shpg. wt., ea., 1 lb. 7 oz. 81 by 99 21.00

BLEACHED WHITE PILLOWCASES 97 X 1716—For pillows, 20x28 in. Shpg. wt., per pair, 9 oz. 42 by 36

> 27 **CPB SEARS**

2 For 54c



#### FOR MAIL ORDERS ONLY





The size most used in average homes—but deeper, fluffier, thirstier than average towels you've known. Good weight assures plenty of practical service. Bleached White with Blue, Rose, Gold or Green borders. State choice. Shpg. wt., each, 7 oz., of four, 1 lb. 8 oz.

19 X 8705

Each .... 21c 4 for 80c



Soft, absorbent terry—made by Cannon—long-wearing quality. White with Blue, Rose, Gold, or Green borders. State Color. Shipping weight, of one, 3 oz.; of six, 7 oz.

19 X 8658 5C 6 for 24C

-Size, 11x11 Inches Bleached white, soft terry clothsextra low priced here! Made by Cannon. Assorted multi-color stripes.

Shipping weight, each, 2 ounces.

19 X 8660-Each.....

LESS THAN

In 5-Yard Bolts UNBLEACHED

Leaves no lint.

• Full 18-inch width.

Your choice of

Absorbs twice its

colored borders.

weight of water.

Famous LINEN CRASH TOWELING On Sale Again

**NATIONALLY KNOWN!** Very closely and strongly woven.

Sears famous "P" linen crash bought in carload lots to secure these low prices! The firm quality good homemakers prefer. Strong selvages. Blue, Green, Gold or Red cotton borders. State

color wanted.

Unbleached

Shipping weight, of 1 yard, 6 ounces, of 5 yards, 1 pound 7 ounces.

19 X 8512 Per Yard.....14c  Bleached

Shipping weight, of 1 yard, 6 ounces, of 5 yards, 1 pound 6 ounces. 19 X 8520 Per Yard.....15c

5 Yards......74c



ONLY

For Mail Orders

Only

Buy Your Toweling While the SALE Is On



-Lightweight terry towel.

-Size about 15x30 inches.

-Rainbow colored borders.

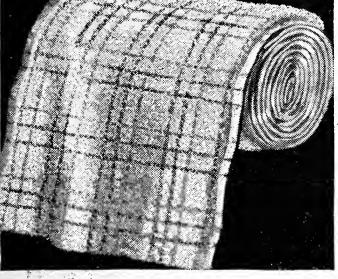
low price, so we are listing them only in our Southern Mail Order Stores. Good strong cotton yarns. Bleached white. Shpg. wt.; of one

19 X 8514

We couldn't get enough for everyone at this

For Southern Customers

4 oz.; of four, 10 oz.



#### **Makes Finer Roller Towels**

-Cotton terry toweling.

-Full 18-inch width.

-Bleached white with Multi-color Plaids.

The men will say it's stronger and you'll like it better, too. Shpg. wt., of one yard, 5 oz., of 5 yards, 1 lb. 3 oz.

19 X 8526

Each .....7c

4 for......27c Per Yd.. 16c 5 Yds....75c



# Cotton Huck Towels

#### at SALE PRICES

- -Strong selvages hemmed ends.
- -Choose from two sizes.

Made in America-priced at Sears savings! Medium weight, serviceable huck towels.

White with blue, rose, gold or green borders or all white. State color wanted.

Size, About 15x30 In.

19 X 8604—Shipping weight, of one, 3 oz., of four, 12 oz. Each....10c 4 for....38c

Size, About 18x36 In. 19 X 8606—Shpg. wt., of one, 4 oz., of four, 15 oz. Each.... 14c 4 for. . 52c

#### **Best Toweling**

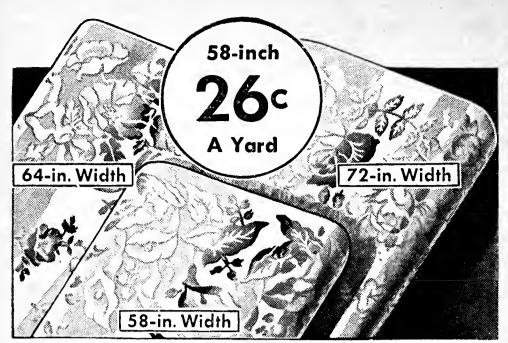
#### Anywhere—at This Low Price

-Width, about 16 inches.

-Assorted washfast color borders.

Fast drying, long wearing. Made to our own specifications to give you the best possible for the money! We've not skimped on quality. Shipping weight, per yard, 4 oz., of 10 yards, 1 lb. 7 oz.

19 X 8504—Per Yard... 51/2C 10 Yards.. 54C



#### **Grand Savings on Table Damask**

-Fully Mercerized Cotton -Assorted Floral Patterns -Bleached White -Similar To Illustration

Extra low Sears prices on the quality most women like for every day. And a larger variety of widths than most stores offer-threeso you can make table cloths just the size you need to fit your table.

58-INCH WIDTH

19 X 6120 Shpg. wt.,

64-INCH WIDTH 19 X 6124

Shpg. wt.,

72-INCH WIDTH 19 X 61 26

Shpg. wt., 12 oz.

A Yard Shrinkproof Sanforized DRESS LINEN Bargain of Bargains

for Cool Suits - Dresses!

—Fine Quality, Pure Irish Linen —Dull French Finish; Washfast colors -Width, about 36 inches

Have dresses, blouses, smocks of it—that fit as

Paper Pattern of Frock Shown on Figure

Misses' sizes 14 to 20 years—34 to 40 in. bust. State size. Size 16 requires 4% yards of 36-inch material. 

Plan Your Sewing around These SALE SPECIALS

Feb. 28th

18-in.

#### SUNFAST ... TUBFAST **Double Savings Here**

-Width, 58 Inches —Serviceable Quality -Good Weight

Use this damask to make up colorful, cheery cloths and napkins. A best grade with that lustrous finish usually found only in damasks costing much more. Choice of bright two-toned checks combined with damask effect floral design. Reversible, one side finished the same as the other.

Colors: White with Blue, Gold, Green or Red Checks. State color. Shpg. wt., per yard, 6 oz. 19 X 6119—Per Yard...... 49C

### PRICE CUTS on Fancywork Favorites

#### White Art Linen

-Imported from Ireland -Fine Weave. Medium Weight -Fully Bleached

Soft-finished quality always in demand for fine needlework-such as tots' embroidered frocks, luncheon cloths, napkins, dresser scarfs. Extra savings on it during our sale.

19 X 5030—Width 18 in. 27c Shpg. wt., 4 oz. Per Yard.... 27c 19 X 5034—Width 36 in. 49c Shpg. wt., 6 oz. Per Yard.... 49c 19 X 5036—Width 45 in. 59c Shpg. wt., 7 oz. Per Yard... 59c

#### **Ivory Bleached**

-Imported Irish Linen -Smooth Finished

-Round Thread What a chance for savings when you can buy this exceptional quality at sale prices like these. A good weight finished with nice luster. Takes embroidery beautifully. Bleached to a rich ivory shade.

19 X 5000—Width 18 in. Shpg. wt., 5 oz. Per Yard ... 29c

19 X 5001—Width 36 in. Shpg. wt., 8 oz. Per Yard... 49C



#### COTTON CRASH

with Drawn-Work Border -Width, 17 Inches. Has 1/2 Inch Open Drawn-

work Border at Sides Sale savings here too. On this popular crash scarfing for making table runners, dresser scarfs, chair back sets, luncheon doilies, etc. Colors: White or Natural Tan. State Color. Shpg. wt., per yard, 4 oz.; of 10 yds.. 1 lb. 6 oz. 111/6

19 X 5070—Per Yard...... 11½C 10 yards ...... \$1.00

30 KCMN SEARS, ROEBUCK AND CO.

#### REAL IMPORTS AND BARGAINS Colorfully Bordered - Fringed LINEN CLOTHS

ully Bleached—Finished with Washfast Multi-Color Rainbow Borders

All linen and a firm weight that'll give you plenty of service. Extra values seldom seen at these low prices! Stylists say that fringed cloths are the "last word" in correct table covers for informal meals. The new way of using a square cloth is to put it on the table cat-a-cornered with the four corners of the table remaining bare. Try it sometime.

Catalog No. Size 9 X 1832 9 X 1833 9 X 1836 9 X 1837 44x44 in. 50x50 in. 60x60 in. 60x80 in.

19 X 1837 Formerly C These. Sold For Shpg. Wt. Each 39c 49c 75c 95c 8 oz. 11 oz.

14 oz.

1 lb. 3 oz.

Low Prices For Mail Orders Only





#### Above Set and Sets on Inside Cover Consist of 32-PIECE SETS

6 Cups

6 Saucers

6 Sauce Dishes

6 Dinner Plates

6 Bread and Butter Plates

1 Platter 1 Vegetable Dish

#### 100-PIECE SET

12 Cups 12 Saucers

12 Dinner Plates (Extra large

size)

12 Bread and Butter Plates

12 Soup Plates

12 Sauce Dishes

12 Pie Plates

6 Oatmeal

Dishes 1 Cov. Vegetable 1 Cov. Sugar Bowl (2 pieces) 1 Cream Pitcher

1 Open Vegetable Dish (Ōval)

1 Eleven-Inch **Platter** 

1 Thirteen-Inch Platter

1 Open Butter Dish

1 Round Open Vegetable Dish (8%-in.)



Dish (2 pcs.) 150,000 of em./IMPORTED LINEN CRASH CLOTHS

BARGAINS for Those

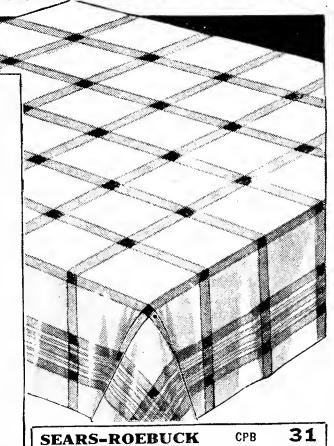


—Made from Sturdy Quality Linens -Bleached, with Attractive Plaids

Who Act Quickly

and Border Designs in Washfast Colors So grandly practical for every day (they wear and wear!) more and more women are asking for these cloths in preference to all pensively, with linen if you buy while the Sale is on! The big size, 59x80 inches is fine for a large family! These cloths represent special close-out lots secured from various mills in Czechoslovalia. others! You, too, can set your table mills in Czechoslovakia. Because assortments are incomplete, we're unable to offer choice of patterns or colors. All are attractively styled; and are exceptional values at

these prices. 19 X 1819 Shpg. wt., 10 oz. Each 37c 44×44 IN. 19 X 1821 Shpg. wt., 12 oz. Each 47C 50x50 in. 19 X 1825 Shpg. wt., 1 lb. Each 69C 52x68 in. 19 X 1827 Shpg. wt., 15 oz. Each 69C 59x60 IN. 59x80 IN. 19 X 1829 Shpg. wt., 1 lb. 2 oz. Each 89c







Cord Thread

—Smooth, Silk-like Finish —Full 100 Yards to Spool

For those who prefer 3-cord cotton thread, here's another 'way low price. Quality equally satisfactory for hand or machine sewing. Comes in black or white, sizes 40, 50 or 60. State size and color. Shipping weight, 6 spools, 5 oz.

85 X 4860
10C

Mercerized Machine Twist -For Hand or Machine Use

Black or white. Size 40, 50 or 60. State color and size. Shpg. wt., 5 oz. 85 X 1561—6 Spools.....22c

Size 50, 100 yard spool. Boxed 1 spool each color: Scarlet, Maroon, Tearose, Pongee, Pink, Yellow, Beige, Orchid, Dk. Green, Dk. Brown, Medium Blue and Navy. Shpg. wt., 7 oz. 85 X 1562 Per Box (12 Spools)......37C



form

No skimping of materials in A.C.E. fine cotton lawn. Cut on a true bias. Single fold, full 1/2-inch width. Edges meet evenly in center. Colors: Cardinal, rose, pink, yellow, peach, gold, orange, tan, brown, nile, reseda, Lt. blue, Lt. copen, copen, navy, orchid, lavender, black or white. State color. Shpg. wt., 2 oz. 85 X 5282—12-yd. piece 8C



-Value P-i-u-s, for This Sale Mercerized cotton over live rubber strands. Best for bloomers, children's blouses, combination garments. Colors: White or tion garments. Colors: White or Black. State Color and width.

85 X 2905

14-INCH WIDTH. Shpg.

wt., 5 oz. wt.. 5 oz. 12 yards.....



Trade Betty Burton TRANSFER PATTERNS

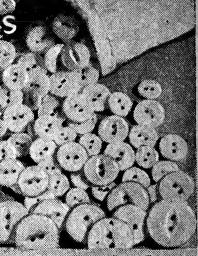
Popular big hot iron process assortment. Over 1000 designs. Contains 13 alphabets in assorted styles and sizes. 24 alphabets in monograms, flowers, butterflies, animals, birds, towels and pillowcases, novelties for children's wear, card table cover designs and household novelties. Shipping weight 6 oz. weight, 6 oz.

85 X 4750—Package.....29c

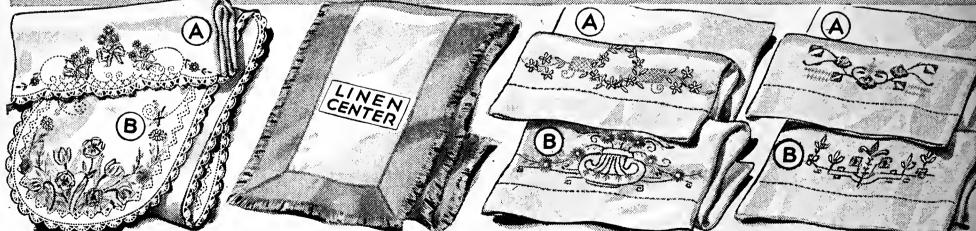
Dozen 25C ASSORTED SIZES

Buttons you'll need for shirts, Selected second quality white pearl consisting of 1 dozen each size \( \frac{5}{16} \) and \( \frac{5}{16} \) in. diameter; 2 dozen \( \frac{5}{16} \), \( \frac{1}{16} \) dozen size \( \frac{5}{16} \) in. diameter; 3 dozen \( \frac{1}{16} \) in.; \( \frac{1}{16} \) dozen size \( \frac{3}{16} \) in diameter fisheye and ½ dozen size ¾ in. ball shape. Shpg. wt., 4 oz.

85 X 1564-12 dozen..25c



SEWING NEEDS BIGGEST SEARS



Stamped Pieces

Scarfs, stamped on firm white coton. Pillowcases, on white cotton tubing. Hemstitched for crocheting. Lace not included. Lesson chart. State pattern letter.

Shpg. wt., 6 oz. Per Pair.... 56c

322KCMNSEARS-ROEBUCK

#### **Dresser Scarf**

Good quality oyster bleached linen center. Three-inch colored, fringed cotton border. Serviceable quality very low priced for this sale. Soft pastel border shades of Rose Pink, . Green, Orchid or Gold. State color. Size 13x42 inches. Shipping weight, 4 oz.

19 X 9102—Each...20C

#### Stamped Pillowcases

Size about 20x32 inches. Made of good quality white cotton sheeting with 3-inch hemstitched hem. Neatly stamped with attractive needlework designs to be embroidered with lesson chart. State letter indicating pattern'desired. Shpg. wt., 5 oz.

85 X 1526 Per Pair ......46c

#### **Embroidered Cases**

Size 20x32 inches. Made of good quality white cotton sheeting with 3 inch hemstitched hem. Conventional designs embroidered in Rose, Blue or Gold. State color and letter indicating pattern desired. Shipping weight, 9 ounces.

19 X 9101—Pair. 51C



Evenly spun, wonderfully soft to the touch...long fiber high quality, 4-fold wool worsted yarn. Will give excellent wear. Full one-ounce balls for sweaters, afghans, children's clothes. Colors: Lt. Yellow, Spanish Yellow, Nippon (Lt. Green), Emerald Green, Dk. Green, Peacock Blue, Sky Blue, Alice Blue, Bluebird, Navy, Lilac, Baby Pink, Dk. Coral Pink, Casino Rose, Scarlet, Cardinal, Indian 

ess than **SKEIN** IN 6-SKEIN LOTS

Mercerized 6
strand. Size 25 only.
8%0 yards to skein.
Colors: Black, White, Light
Blue, Medium Blue, Delft
Blue, Light Pink, Medium
Pink, Dark Pink, Medium
Brown, Lavender, Nile
Green, Reseda Green, Navy
Blue, Red, American Beauty, Medium Yellow, Orange, Coral, Leaf Green,
Dark Yellow, Burnt Orange, Peacock Blue, Dark
Delft, Rose, Dark Brown,
Grass Green, Hunter's Grass Green, Hunter's Green or Old Rose. State color. Shpg. wt., 2 oz. 85 X 4908

SMART KNITTERS SAVE ON YARNS AT Sears!

Honesty Brands KNITTING WORSTED

#### Our Fastest Seller—Reduced!

4-ply quality wool, full 2-ounce skeins. Long fiber and evenly spun. Will give longer wear and satisfaction than you'd expect to get from a yarn that is offered at this low sale price. Makes lovely sweaters, shawls, afghans. Colors: Corn, Nippon'(Lt. Green), Emerald Green, Dk. Green, Peacock Blue, Sky Blue, Alice Blue, Royal Blue, Navy, Lilac, Amethyst, Lt. Pink, Dk. Pink, Old Rose, Scarlet, Cardinal, Maroon, Orange, Indian Orange, Dk. Brown, Copperust, French Beige, White, Med. Gray, Lt. Gray Mixed, Dk. Gray Mixed or Black. State color. Shipping weight, per skein, 3 ounces; 3 skeins, 8 ounces. 3 skeins, 8 ounces.

# WELCOME NEWS FOR BUSY NEEDLES

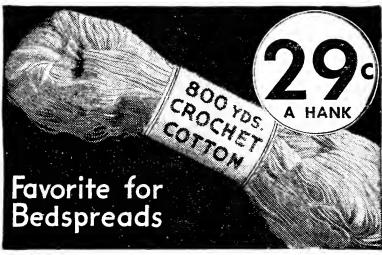


—Smooth Finished Mercerized Cotton
—Put up in 400-Yard Balls
Popular quality for dresses, blouses, sweaters. Has a beautiful luster which gives depth to the colors and adds greatly to the attractiveness of the faithed. to the attractiveness of the finished garment. Colors: White, Black, Sand, Red, Maroon, Orange, Peach, Chamois Beige, Dk. Brown, Delft Blue, Navy, Yellow, Dale Green or Zinnia Red (Henna). State color. Shipping weight, 3 ounces 3 ounces. 85, X 1528—400-yard Ball.... 18C

Darning Cotton Bargain 30-yard, 2-end, 2-ply balls in 7 popular colors

Lustrous mercerized finish

A practical handy assortment of all the 



-Natural color (unbleached) 800-yard hank Soft finish 4-ply cotton, evenly spun

Special Sale price on this popular yarn for making bedspreads, chair sets, couch covers, dresser scarfs. This quality also used extensively for the new popular waffle weaving—the latest needlework vogue. See our big general catalog for waffle weave frame. Shipping weight, 7 ounces.

85 X 1529—Hank.....

**EACH** 

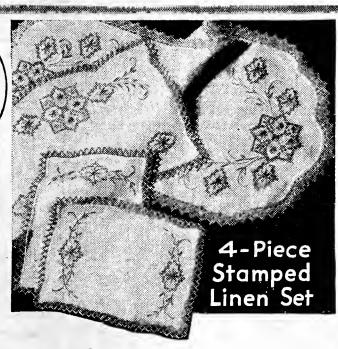
**Garment Bag** Bargain

Space for 8 garments
About 60 inches long Steel Wire Frame Snap Fasteners at Side -Attractive art ticking in Rose, Blue, Orchid, or Green. State color. Saves many times its original cost in the protection it

gives clothes. Shipping weight 1 lb. 8 oz.

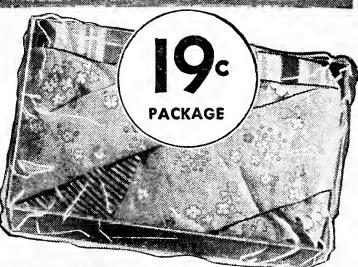
85 X 5145—Ea.. 79C

Hardwood Dress Hangers Specially priced waxed and polished. Won't splinter or catch in garments. Shpg. wt., 1 lb. 9 oz. 85 X 5217—10 for. 24C



#### **Embroider Your Own And Save!** -15x35-Inch Scarf, Buffet Set of Two 8x11,

and One 10x15-Inch Doilies. Oyster bleach linen, neatly and plainly stamped for embroidery in attractive art Needlework design. Easy to embroider. In this Sale four pieces at the usual price of the scarf alone. Lace trimming not included. For special lace values see our big general catalog. Shpg. wt., 6 oz.



Wash-fast Quilt Patches

-A generous Supply to Applique or Patch a

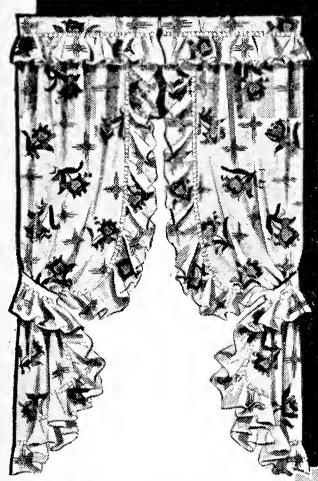
A grand assortment of colored cotton prints for making pretty quilts. Patchwork designs and quilting chart included. Shpg. wt., 14 oz. 19c

Sears Book of Quilt Patterns

#### 25c Value for 9c

24-Page book of prize winning quilt patterns priced remarkably low to aid in your selection. Contains general instructions. Shpg. wt., 4 oz 9c 85 x 5778—Each...........9c

SEARS-ROEBUCK AND CO. 33



#### New Marquisette Prints -Sheer cotton marguisette.

Here's the answer to your demand for narrow curtains, new styles and low price. Patterns are as fast to sun and tub as any prints of this class. Washable, Colors: rose, blue, green or gold on cream ground. State color. Size, each side, 18 in. wide by 21/4 yards long. Shipping weight, 6 oz.

24 X 5292—Pair.....33c

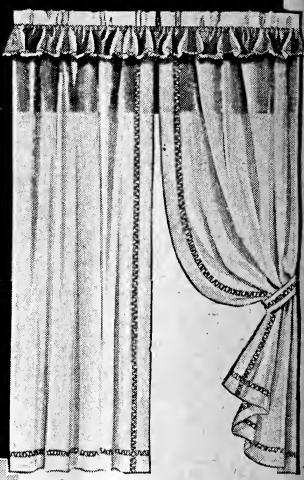
# NARROW CURTAINS and a Sears Sale Price

Today's 45C

Any Style on this Page

Full 21/4 Yards Long Lowest Price Yet

> COLORS Rose, Blue, Green or Gold

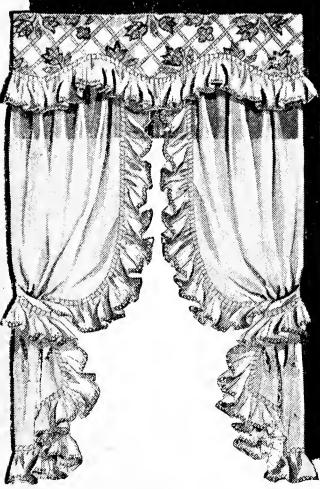


# Tailored, Colorful, Smart —cotton Voile.

Sunfast, tubfast colored ruffle top and rayon stitching. These narrow curtains supply the style. Sears low price supplies the saving. Colors: rose, blue, green or gold on cream ground. State color. Tiebacks included. Size, each side, 17 inches wide by 21/4 yards long. Shipping weight, 6 oz.

### OULDN'T BE ANOTHER SALE LIKE T

on Cream Ground



#### Gay Printed Valance

—Cotton Voile; printed valance.

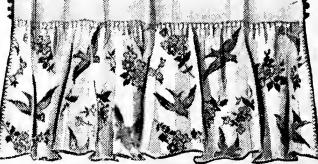
This narrow five-piece set is better value at Sears, Price lowest; curtains longer. Designs are as fast to sun and tub as any prints of this class. Washable. Colors: Rose, blue, green or gold on cream ground. State color.

Our Fastest Selling Betsy Ross Style Our Biggest Bargain For Mail Orders Only

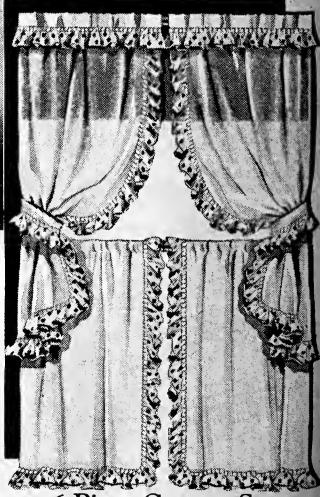
#### Marquisette With Bluebird Flounce Colored Picot Edge -Sheer cotton marguisette.

A Sears value never yet equaled. Imagine! Marquisette! And Sears panel is widest; design newest; price lowest. Picot edging an added feature. Bluebird flounce and valance are as fast to sun and tub as any prints of this class. Washable. Colors: Rose, blue, green or gold on cream ground. State color. Size, 38 inches wide by 2½ yds. long. Shipping weight, 5 oz.

24 X 5296—Each ... 33C



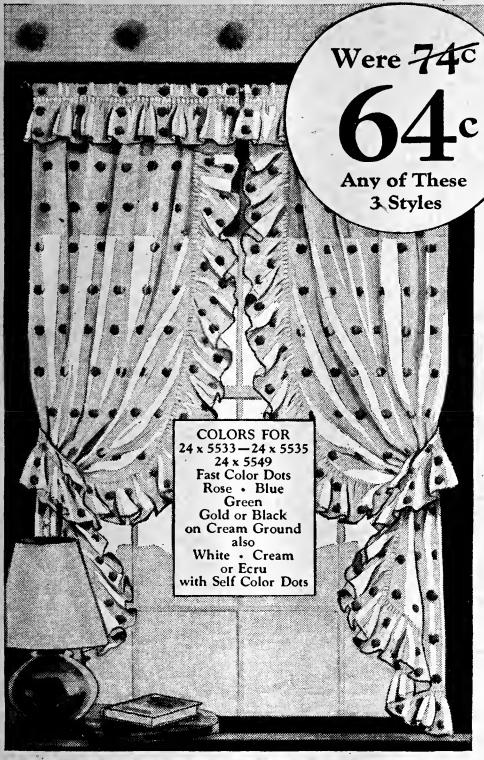
Sale Closes Feb. 28, 1935



#### 6-Piece Cottage Set

-Cotton Voile; pin dot print ruffles.

Even Sears narrow cottage set has decided advantages over ordinary curtains. Baby ruffles on upper and lower curtains in popular pin dot prints. Sears usual big saving. For kitchen, bathroom, pantry, hall, closets. As fast to sun and tub as any prints of this class. Washable



# CUSHION DOT Grenadine

# America's Peak Values for **Low Prices and Large Sizes**

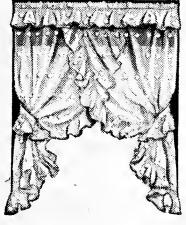
Unsurpassed value! It's Sears good size as well as Sears low mail order price that make them so. Four inches wider; three inches longer than usual curtains at this price.

Combed cotton grenadine. Fast color woven dots.

Priscilla Style the Favorite

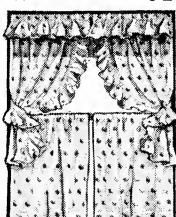
Size, each side 29 inches wide by 21/4 yards long. Colors listed in panel at left. State color wanted. Tiebacks in-

cluded. Shipping weight, 8 oz. 24 X 5533—Pair.....



### Crisscross

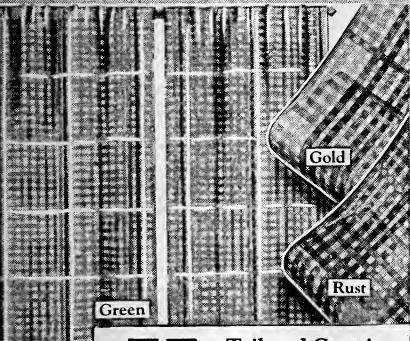
Note large size. Makes our low sale price more impressive. Headed ready to hang on one rod. Size, complete width at top, 43 in.; each side 29 in. wide by 2½ yards long. Tiebacks included. Colors listed in panel at left. State color. Shpg. wt., 8 oz. 24.X 5535—Pair.64C



### Cottage Set

Price cut, yet there's five inches extra width in this curtain. You know what that means in terms of style and value. Size, top curtains, each 26 by 45 in.; sash curtains, each 26 by 35 in. Colors listed in panel at left. State color. Shpg. wt., 8 oz.; 24 X 5549—Set . 64C

This Price Will Sell Thousands



### **Tailored Curtains** 98c Everywhere We Know

No curtain fashion a real success until sponsored by Sears. Here's the popular sheer, open weave cotton net. Woven in colorful plaids. Hemmed at one side and bottom. Size, each side, 33 in. wide by 21/4 yards long. Colors: green, gold or rust. State color. Shpg. wt., 12 oz. 24 X 4949—Pair......77C

### Yard Goods to Match

Width, 36 inches. Colors: green, gold or rust. State color. Shpg. wt., yard, 4 oz. 24 X 6813-A Yard......

SALE CLOSES FEB. 28, 1935



All Eyes on This **BIG VALUE** Sheer cotton Grenadine

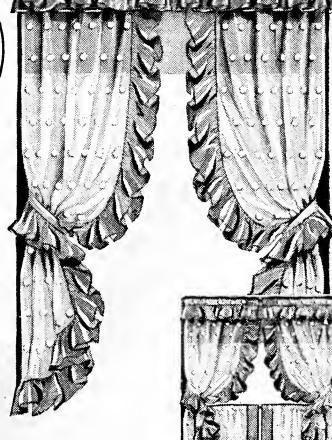
PRISCILLA or **COTTAGE SET** 

Woven fluffy dots -Sunfast, tubfast colored ruffles

Unbelievable! Such a low price, such pretty styles. Colors: green, gold, blue or rose ruffles on cre a m ground; also white, cream or ecru with plain color ruffles. plain colo State color.

### Priscilla Style

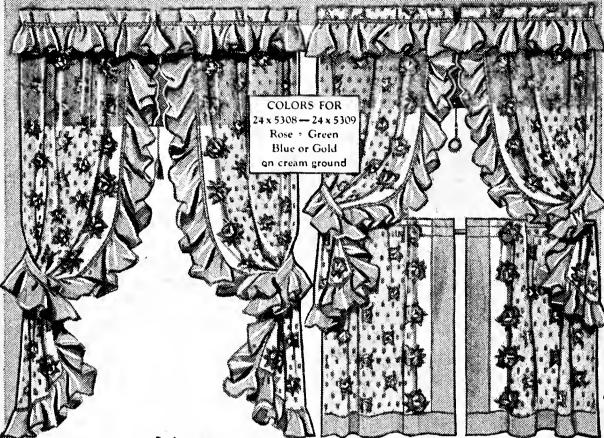
Size, each side 21 inches wide by 2½ yds. long. Shpg. wt., 7 oz. 24 X 5284 49c



Cottage Set to Match

Proves best curtain values are at Sears. Same quality and colors as Priscilla style above. State color wanted. Size, top curtains each 21 by 45 inches; sash curtains, each 21 by 35 inches. 





Off Comes 57¢ Price Tag. . . Quality the Same

A Sears Exclusive Style. . . A Sears Exclusive Saving

Four to five inches wider than usual 57c curtains

-Combed cotton marquisette Prints are as fast to sun and tub as any prints of this class. Washable.

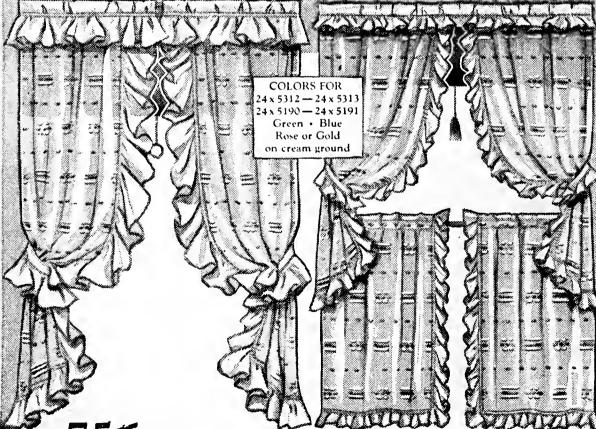
PRISCILLA Style

6-Piece COTTAGE SET

Size, each side 26 in. wide by 21/4 vds. long. Colors listed in panel above. State color. Shipping weight, 7 oz. 47c

Size, top curtains, each 24 by 45 in., sash curtains, each 24 by 35 in. Colors listed in panel above. State color. Shpg. wt.,7 oz. 47c

Sheer GRENADINE New Woven Figures



Is the Usual Price for This Quality

Takes Sears to Save You Money and Guarantee Quality -Combed cotton grenadine. Ruffles finished in colored rayon stitching -Smart triple-dash-dot woven figures are SUNFAST and TUBFAST

PRISCILLA Style

Size, each side 25 in. wide by 21/4 yds. ng. Colors listed above. State color, long. Colors listed above. Schipping weight, 7 oz. 59c

6-Piece COTTAGE SET Top curtains, each 23 by 45 in.; sash curtains, each 23 by 35 in. Colors listed above. State color. Shpg. wt., 7 oz. 59c

36 c sears, roebuck and co.

THESE LOW PRICES FOR MAIL ORDERS ONLY Money to be Saved Get That "Buy Now" Spirit of Sears GREATEST SALE..

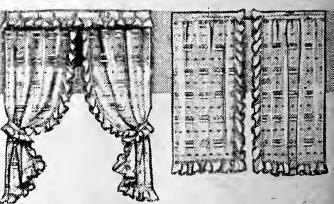


Sears Low Price Betsy Ross Style Marquisette Prints

-Fast color ruffles Value imitated, but never equaled. Smart Betsy Ross panel with cornice valance. Designs are as fast to sun and tub as any prints of this class. Washable. Colors: rose, orchid, blue, gold or green on cream ground. State color. Size, 39 in. wide by 21/4 yards long. Shipping weight, 5 oz.

24 X 5297—Each...37c





# Small Window Styles to Match

11/4-Yd. Length

Same quality and colors as curtains listed at the left. State color. Size of each side, 23 in. wide by 45 in. long. Shipping weight, 5 oz.

24 X 5190

Sash Curtains

Same quality and colors as curtains listed at the left. State color. Size, each side 23 in. wide by 35 in. long. Shipping weight, 4 oz.

24 X 5191 Pair.....

The Swagger TODAY'S 85C

With Extra Colored Ruffle

Combed Cotton Marquisette

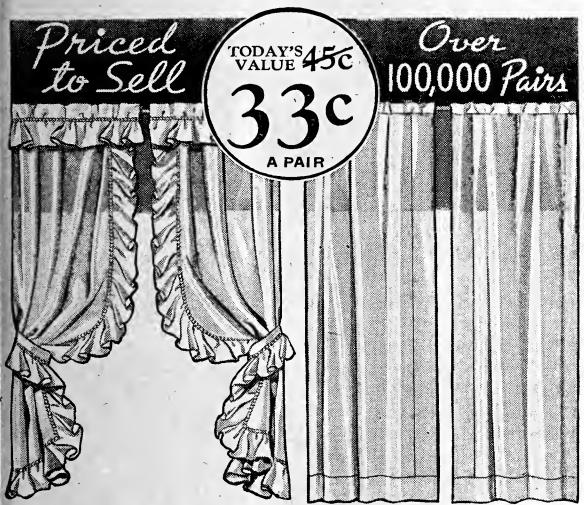
World beater value! First time, we're sure, any store ever achieved a price so low on Sears successful swagger style. So lovely with extra colored ruffle! Colors: Cream with fast color rose, blue, green, gold or or-chid ruffle. State color. Size, draped side 35 in. wide by 2½ yds. long; straight side 27 in. wide by 2½ yds. long. Requires a double rod for hanging. Shpg. wt., 7 oz. 24 X 5576—Pair 69C





All Combed Cotton MARQUISETTE

Sears Sale Prices + Sears Regular Quality



# Priscilla Style

"Sears stand apart," said the manufacturer, "if you insist on maintaining quality. Other buyers are stepping down quality of marquisette to meet price." "Let them," we replied, "but Sears standards must be upheld."

Colors: White, cream or ecru. State color wanted. Size, each side, 21 inches wide by 21/4 yards long. Shipping weight, 7 ounces.

24 x 5298—Pair......33c

# Tailored Pairs

Sears maintain quality and meet competitive prices by better buying. Same reliable quality marquisette you've always bought at Sears. Priced down to rock bottom.

Colors: White, cream or ecru. State color wanted. Hemmed at one side and bottom. Size, each side 21 inches wide by 21/4 yards long. Shipping weight, 5 ounces.

24 X 4944—Pair......33C

# Sears Price Lowest ... Fastest Selling Panel

Thousands will buy at this low price, confident that Sears are safe-guarding quality. Buy now, all you'll need. Sale closes Feb. 28. Trimmed with rayon covered bullion fringe. Colors: Cream or ecru. State color wanted.

Length, 21/4 Yards

39-Inch Width Shpg. wt. of 4, 15 oz.

48-Inch Width Shpg. wt., each, 6 oz.



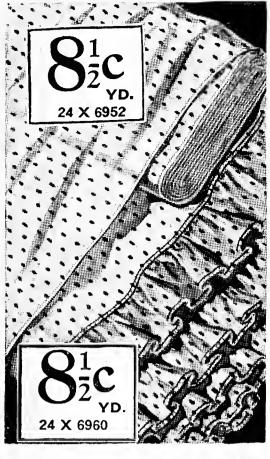
Our Quality Maintained

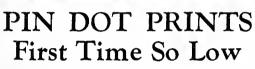
Combed Cotton Marquisette. Colors: White, cream or ecru. State color. Shpg. wt., yd., 4 ounces.

39-Inch Width 24 x 6974—A Yd. 61/2C 24 x 6975—A Yd. 10C

SEARS, ROEBUCK AND CO.

37





-Cotton Voile; pin dot prints Sears bought an extra big quantity so you could enjoy an extra big saving. Crisp, neat, and a world of good value. Prints are as fast to sun and tub as any prints of this class. Washable. Colors: blue, rose, gold, green or orchid on cream ground. State color wanted.

39-Inch Width (Not Ruffled) Shpg. wt., yd., 4 oz. 24 X 6952—A Yard......81/2C 19-Inch Width (Ruffled) Shpg. wt., yd., 3 oz. 81/2C 24 X 6960—A Yard......81/2C

TODAY'S SC At Sears

### FRENCH MARQUISETTE Millions Will Save Here

-Sheer cotton Marquisette News for needles! Extra big saving at Sears. Enormous quantities specially bought. Low prices good only

until February 28th.
Colors: white, cream or ecru. State color wanted. 36-Inch Width 48-Inch Width Shpg. wt., yd., 3 oz. 24 X 6863 A Yard..... ..6c Shpg. wt., yd., 4 oz. 24 X 6860 91/2C

Our Better Quality, Sale Priced
39-Inch Width. Sheer, fine, strong. Combed mercerized cotton yarns. Ribbon selvage. Colors: white, cream or ecru. State color. Shpg. wt., yd., 3 oz. 10c



### MISSION NET Down Go Prices

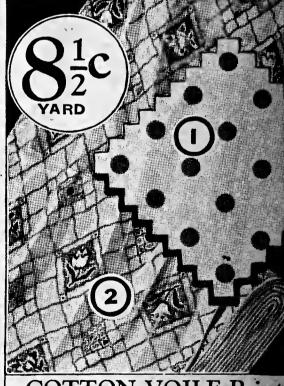
-Open weave cotton net Another wonder value. Just the price you've waited for. Savings that mount up big, for it's the lacy net you can use for every window, door and transom. Order today Color: ecru.

35-Inch Width 24 X 6864

48-Inch Width 24 X 6879 Shpg. wt., yd., Shpg. wt., yd., 4 oz. 71/2C A Yard. 12C

urtain Fabrics.. Savings for the Nation





### **COTTON VOILE Prints** Low Price—New Designs

-Width, 39 inches

Below last years sale price; that tells you what a value it is! New floral design and neat coin dot, as fast to sun and tub as any prints of this class. Washable.

Colors: blue, rose, gold, green or orchid on cream ground. State color and pattern number wanted. Shipping weight, yard, 4 oz. 81/2C

FOR MAIL ORDERS ONLY!



Shipping weight, 1 lb. 6 oz.

SEARS, ROEBUCK AND CO.

39



# The SAVING Goes to You

Yarns and Labor Alone Cost This Today Size, 70x80 Inches

—Woven of sturdy American grown cotton

Bought when cotton was low. Priced to you on that low cost. Colorful plaids of rose and white; blue and white or green and white. State color wanted.

A PAIR of Blankets ₩t. pr., 2 lbs. 6 oz. Shpg. wt., 2 lbs. 9 oz.

24 X 7056 \$1.10

SINGLE Blanket Wt. each, 1 lb. 3 oz.

Shpg. wt., 1 lb. 6 oz. 24 X 7057

COLORS

Rose

Blue Green

Orchid

Each.....

...56c



**Cotton Filled** 

Cut Size, 72x84 In. Weight 3¾ Ibs.

Cotton silkoline covered comforter; printed top; plain color back. Tufted. Finished sizes measure less than cut sizes. Colors listed in panel at left. State color. Shpg. wt., 4 lbs. \$1.48

# **CANNON'S Part Wool** Not Less Than 5% Wool

-Double bed size under Two Dollars

-Woven of sturdy American grown and imported cottons with live wool added for warmth

Priced way low. Unequaled! Even former great Sears values will be overshadowed. Sateen binding. Colorful plaids of rose and white; blue and white; green and white or orchid and white. State color wanted.

Size, 70x80 Inches Wt. Pair, 31/4 lbs.

Shpg. wt., 3 lbs. 9 oz. 24 x 7440—A Pair 1.88

Size, 72x84 Inches \$2.85 Wt. Pair, 4 lbs.

Shpg. wt., 4 lbs. 3 oz. 24 X 7430—A Pair. \$2.25



CRIB BLANKET

### PEPPERELL Quality

36x50 Inches

Price Cut from \$1.00

Sateen bound. American and Imported cottons. Boxed. Colors: pink or blue with white. Colors blue with white. Colors reversed on back. State color. Shpg. wt., 1 lb. 13 oz.

24 X 7774

### AFTER ANO BARGAIN JUST



### COLOREDGE MISSION NET Save! Double-Thread

-Two-ply cotton yarns; long wearing

Colored woven border; a distinctive style, exclusively Sears. Sharply reduced prices until Feb. 28th. Finer looking than most nets; proves its strong two-ply construction by giving longer wear. Colored woven borders: red, green or brown. Ecru ground. State color wanted.

### Panel Curtain

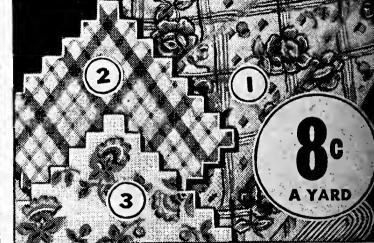
Hemmed bottom. Size. 35 in. wide by 21/4 yards long. Shpg. wt., 7 oz.

24 X 2661 

### Yard Goods

Width, 35 in. Shpg. wt., yard, 4 ounces.

24 X 6871 A Yard ..... 15C



### Prints MARQUI

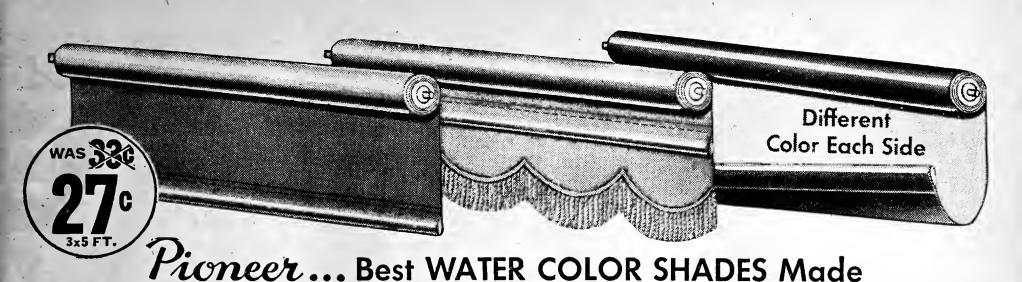
### **Price Reduced**

-Width, 36 in. -Sheer cotton marquisette

New, colorful; unusually pretty designs. Looked so good to us we bought an enormous quantity so we could sell at the lowest price we know of anywhere. Colors: blue, rose, gold or green predominating on cream ground. State color and pattern number wanted. Shipping weight, yard, 3 ounces.

24 X 6824—A Yard......8C

40 SEARS, ROEBUCK AND CO.



Prices cut every penny possible on popular sizes. Additional savings 6c to 30c for this sale only.

You can be sure of quality, too, at Sears. Best grade water color shade made. Tested six times for imperfections.

### Plain Hemmed Shades

Colors: sand, buff, light brown or non-transparent dark green. State color wanted. Mounted on patent spring rollers. Shipped at once from stock

WIDTH OF CLOTH, 36 INCHES

Length, 5 Feet	Length, 6 Feet	Length, 7 Feet
Shpg. wt.,	Shpg. wt.,	Shpg. wt.,
1 lb. 11 oz.	1 lb. 14 oz.	1 lb. 15 oz.
24 X 1006	24 X 1001	24 X 1021
776	<b>37</b> 0	. Kac.
	UL	03
NO EXTRA	A CHARGE for	widths cut

down less than 36 inches. State width.

Scalloped and Fringed

Colors: sand, buff, light brown or nontransparent dark green. State color. Trimmed with 2-inch rayon covered bullion fringe. Shipped at once from stock.

WIDTH OF CLOTH, 36 INCHES Length, 7 Feet Length,

Length, 6 Feet 5 Feet Shpg. wt., 1 lb. 13 oz Shpg. wt., 2 lbs. Shpg. wt., l lb. 12 oz. 24 X 988 24 X 992 24 X 990

whether measurements are for inside or outside brackets.

**Duplex Shades** 

Dark color outside; light color inside; dark green and buff or dark green and white. State color combination. Patent spring rollers. Shipped at once from stock.

WIDTH OF CLOTH, 36 INCHES Length, Length, Length,

5 Feet 6 Feet 7 Feet Shpg. wt., 2 lbs. 2 oz. 24 X 972 Shpg. wt., 1 lb. 14 oz. 24 X 968 Shpg. wt. 2 lbs. 24 X 970

NO EXTRA CHARGE for widths cut down less than 36 inches. State width.



# **EXCEL** Oil Opaque

Savings on every size; prices cut 8c to 20c. The most for your money when you buy famous EXCEL quality. Linseed oil colors brushed in by machine. Smooth textured, evenly

colored, long wearing.

Colors: sand, buff, light brown or non-transparent dark green. State color wanted. Mounted on nickel trimmed

rollers. Shipped at once from stock.

WIDTH OF CLOTH, 32 INCHES

Lgth., 5 ft.
Shipping weight,
1 lb. 11 oz.
24 x 1124.30C | 24 x 1119.42C | 24 x 1139.48C

WIDTH OF CLOTH, 36 INCHES
ft. Lgth., 6 ft. Lg
weight, Shipping weight, Shipping weight, 2 lbs Lgth., 5 ft. Shipping weight, Shipping weight, 2 lbs. 2 oz. 24 X 1125.41c 24 X 1120.47c 24 X 1140.52c NO EXTRA CHARGE for widths cut down less than above widths. State width.

Save on every size. 5c cut on popular 5-foot size. Everyone likes their practical features and attractive appearance.

Smooth, glossy finish resists soiling.

Colors: cream, pongee or non-transparent green. State color wanted. Mounted on patent spring Shipped at once from stock. rollers.

WIDTH OF CLOTH, 36 INCHES Length, Length, Length,

7 Feet 5 Feet 6 Feet Shpg. wt., 1 lb. 10 oz. Shpg. wt., Shpg. wt., 1 lb. 11 oz. 1 lb. 13 oz. 24 X1249 24 X1250 24 X1251 45c 35c

NO EXTRA CHARGE for widths cut down less than 36 inches. State width.

**Embossed Fiber** 

CUT SIZE, 36 IN. WIDE; 6 FEET LONG

Lowest prices ever! Embossed design. Suitable for use in attic, basement, garage; for your home too. Tacks included. Colors: tan or green. State color. Shipped at once from stock.

Without Rollers

Shpg. wt. for 6, 3 lbs. 2 oz. 24 X 950 6for 3 Mounted on Rollers

Same as above, but complete with rollers, wood slat, brackets and nails. Shpg. wt., each, 1 lb. 9 oz. 24 X 951—Each...

# PRICES CUT... ENCOURAGING USE

# Pre-Shrunk AUSTRIAN SHADES

Save Most on Fine Quality, Too

-Rayon Tassel and decorative button fastener Cream color. Double-ply combed cotton yarns

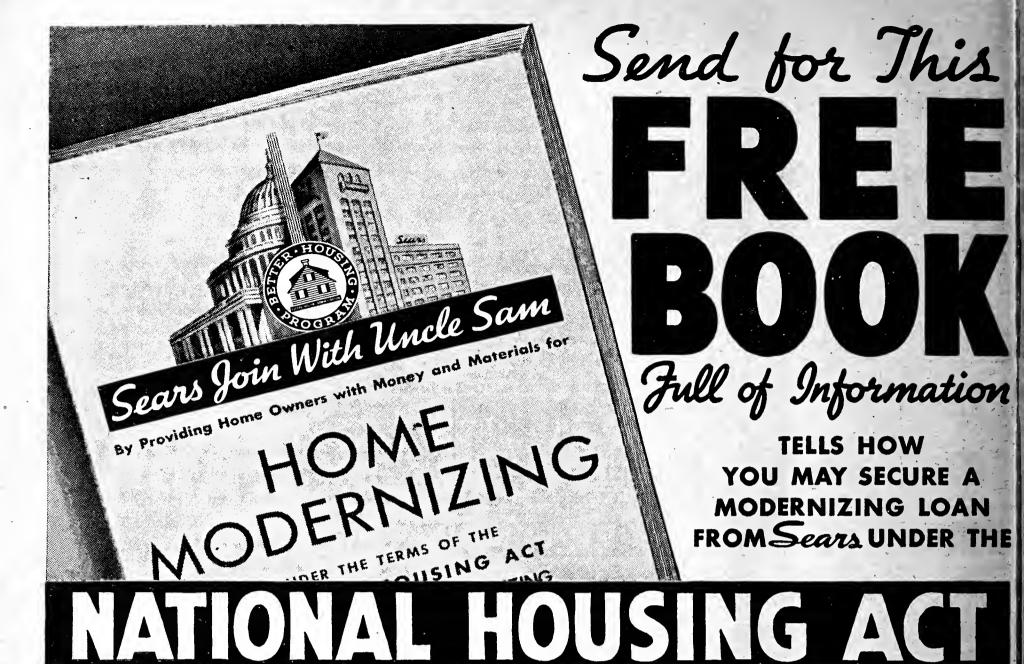
Exceptional! Rock bottom sale prices on this high style shade. 37c to 47c saving on Sears regular high grade quality. Mounted on nickel trimmed rollers. Scalloped and trimmed with rayon covered bullion fringe. Shipped from our Chicago factory.

CUT ANY WIDTH UP TO 36 INCHES

Length, 5 ft. Shpg. Length, 6 ft. Shpg. wt., 1 lb. 14 oz. wt., 2 lbs.

24 X 1758.... 24 X 1757..... State whether measurements are for inside or outside brackets.

41 SEARS, ROEBUCK AND CO.



# Materials Eligible for Loan

These and many other improvements are included in the Modernization Credit Plan. If your needs are not listed here, tell us what you want and we will advise you if it comes within the scope of the act.

PLUMBING
WATER PUMPS
SEWAGE DISPOSAL
HEATING PLANTS
LIGHTING FIXTURES
FARM LIGHTING
PAINTING NEEDS

BARN EQUIPMENT
DAIRY EQUIPMENT
VENTILATORS
ROOFING
CORN CRIBS
PIT SCALES
WINDMILLS

# · Mail Coupon TODAY

SEARS, ROEBUCK and CO.

Please send me free copy of your Home Modernizing Book A8100X:

I am interested in ......

PLEASE WRITE NAME AND ADDRESS PLAINLY
Name
PostofficeState
Rural RouteBox No
Street Address
42 MNKC SEARS, ROEBUCK AND CO. A8100X

- NO MONEY DOWN
- NO ENDORSERS
- NO RED TAPE
- NEW LOW RATES
- UP TO 3 YEARS TO PAY

Now—borrow the money you need—for farm, home, or property modernization or repair—at the most liberal terms ever offered, together with the lowest financing costs in history for this type of loan!

Loans can be paid off at rates as low as \$7.50 a month with no "Down Payments."

You borrow on your character—on your credit standing and ability to pay.

The only condition is that you own the property and use the money for "built-in" improvements or repairs. Loans cannot be made to reduce existing mortgages, pay taxes, purchase farm implements, build a new home or similar projects.

Send for the booklet NOW! Learn how you can obtain your loan as well as make a substantial saving on all the necessary materials by dealing direct with Sears!



this opportunity to buy it again; especially when it's so low priced. Made from good staple cotton, four plies strong. These special prices 'till February 28th call.' 'till February 28th only. Put up in half pound tubes. Shpg. wt., per tube, 10 oz.

97 X 2716—Colors at right. State color.  $22\frac{1}{2}c$ 

97 X 2718

CREAM-WHITE. Half-Pound Tube. 21c

100

C

WHITE

MAYSVILLE 2-lb.Tube

**COLORS:** Black Dark Brown Myrtle Green Medium Blue Orange Red

Yellow

MAYSVILLE HIGH QUALITY

Special sale savings, too, on Maysville-the lustrous fourply warp yarn thousands prefer for rug and carpet weaving. Guaranteed highest yardage—fewer knots per spool. Even dying—free from streaks. Tube wound, insuring tight even threading of the loom. Put up in half pound tubes. Shipping weight, per tube, 10 oz.

97 X 2706—Colors at left. State color. 24c

97 X 2708

CREAM-WHITE. 122c



Fluffy wool-like cotton yarn in 100-yard balls. Used for knitting and with Sewing guide shown at right. COLORS: Black; Brown; Blue; Green; Lilac; Old rose or Tango yellow. State color. Shpg. wt., 5 oz.

97 X 2704 17c

# **IRONING PAD** Or COVER

PAD-55 inches long, fits standard size ironing boards. Noninflammable white fiber with overcast stitched edges.

Shpg. wt., 1 lb. 2 oz. 97 X 2421 15c

**Sheeting Cover** Good sheeting cover that laces on board. Shpg. wt., 5 oz. 15c



Our regular good quality. Value seldom seen at this low price.

Patterns similar to illustration:

(1) Plain white;
(2) Blue or Green;
(3) Blue or Green.
State pattern and color. Width, 46 in.
Shpg. wt., per yd. 1 lb.
97 X 2164
A Yard......17C



Complete

Simple-to-use, this slotted device for making rugs on your sewing machine. Has improved stainless steel cutting edge. (Can be used with or without the cutting attachment.) Book of instructions included. Shpg. wt.,

4 oz. 97 X 2703 25c Complete.....25c

## USE YOUR CREDIT AT Sears \$20.00 or ON ORDERS OF

DOWN Brings You as Much

Sears Easy Payment Terms give you a chance to buy many things NOW that you probably could not get right away if you had to have ready cash. Now you can get those things while as \$30.00 Worth savings are greatest, and pay for them a little each month.

Much of the merchandise offered in this sensational sale may be bought on Sears Easy Terms. Included are

**Furniture** Floor Coverings Silverware Radios Stoves Washing **Machines** 

Farm Equipment **Incubators Brooders Cream Separators Economy Engines** Milking Machines **Plumbing Goods** 

Harness **Saddles Water Supply** Systems **Electric Fixtures** Roofing Fencing

Some of the items in the list show special terms on the pages where they are described. However, such items can be included with other goods that are sold on credit, and the entire order, provided it amounts to \$20.00 or more, can be bought on the terms shown at the right.

It's easy to buy on Sears Easy Payment Plan. Simply pick out the things you want, that are sold on credit, add the total cash price and allow the required amount for Easy Payments as shown at the right. Write your order on the easy payment side of the enclosed order blank. Send along the required deposit, and pay the balance a little each month.

### USE THIS TABLE TO FIGURE EASY PAYMENT TERMS

If Cash Price of Order is:	AddforEasy Payments	Deposit	Monthly Payments
\$20.00 to \$25.00	\$2.50	\$3.00	\$4.00
25.01 to 30.00	3.00	3.00	5.00
30.01 to 35.00	3.50	4.00	5.00
35.01 to 40.00	4.00	4.00	5.00
40.01 to 45.00	4.50	5.00	5.00
45.01 to 50.00	5.00	5.00	5.00
50.01 to 60.00	5.50	5.00	6.00
60.01 to 70.00	6.50	6.00	7.00
70.01 to 80.00	7.50	7.00	7.00
80.01 to 90.00	8.50	8.00	8.00
90.01 to 100.00	9.50	9.00	8.00
100.01 to 125.00	11.00	10.00	9.00
125.01 to 150.00	13.00	12.50	10.00
150.01 to 175.00	15.00	15.00	11.00
175.01 to 200.00	17.50	17.50	12.00
200.01 to 225.00	20.00	20.00	14.00
225.01 to 250.00	22.50	22.50	15.00
250.01 to 275.00	25.00	25.00	16.00
275.01 to 300.00	27.00	27.50	17.00
300.01 to 325.00	29.00	30.00	Purchases
325.01 to 350.00	32.00	32.50	over \$300.00
350.01 to 375.00	34.00	35.00	Are Payable
375.01 to 400.00	36.00	37.50	in 18 Equal
400.01 to 425.00 425.01 to 450.00 450.01 to 475.00 475.01 to 500.00	40.00	40.00 42.50 45.00 47.50	Monthly Install- ments

We shall be glad to answer any inquiries you may care to make in regard to credit terms. Write to Sears Personal Service Dept. Use the Easy Payment side of Order Blank Enclosed





listed here will last only until February 28, 1935.

Like us, you will

be proud of your "Co-ed" garment,

proud of its fashion

rightness-its

thrilling low price.

# Marvelous Value

The "scooped-in" waist is specially taped and stitched to give you a slender youthful line. Fancy rayon striped cloth, side fastening. Lightly boned front and back. Mercerized surgical elastic. Length at bust, 21½ in. Very

special reduction.

18 X 337—Color: Peach. Even bust sizes:
32 to 44 in. Give bust and hip measures 44 taken over dress. Shpg. wt., 14 oz.......95c

**SEARS-ROEBUCK ADLMSC** 



Lastex foundation of this fine quality. Full length. Even bust sizes, 30, 32, 34 and 36in. Give bust and hip

measures over dress. Shpg. wt., 8 oz. 18 X 113

Peach...

length, over 14 in. Allwaist sizes 23 to 30

# Tiny—but effective

Brief Girdle, lightly boned over tummy, no bones at back. Has 10-inch elastic at sides. Gives the slender figure that youthful uncorsetted look—yet keeps it firm.
Well made of fine brocaded rayon
and cotton batiste. Length, side front, about 10 inches; center back, about 11¼ in.

18 X 311—Peach. All waist sizes 24 to 30 in., also 32 and 34. Give waist measure taken over dress. Shpg. wt., 8 oz...... 59c

# in. Give waist and hip measures taken over dress. Shpg. wt., 8 oz. 18 X 377 Peach......69c With garters Shpg. wt., 8 oz. 75c Lowest Price Ever

18 X 308
Without garters
Shpg. wt., 6 oz., 69c

18 X 326

### A New Deal in Value and Quality

Thousands of women will welcome the opportunity to buy this grand "control" garment at this low price. It has the good, sound quality that lasts!

Rayon figured Cotton DOBBY CLOTH, side hook model, comfortably boned. Strong cotton twill and elastic inner belt supports and flattens diaphragm muscles.



# 1-Way Stretch Pantie

Girdle and pantie in one! Strong quality elastic has a lively cross-wise stretch that hugs and smooths the figure! Full 14 inches long. Rayon jersey crotch. Shpg. wt., 6 oz.

18 X 371—Peach. Sizes to fit waist 23 to 30 in. Give waist and hip measures taken over dress......39c



# 1-Way Stretch Step-In

Goodbye to bulgy hip lines! To round tummies! This lively cross-wise stretch elastic girdle makes a smoothie of your figure! It's springy elastic! Soft! Snug! Washable! Length, 14 in. Shipping weight, 6 oz.

18 X 370—Peach. Sizes to fit waist 23 to 30 in. Give waist and hip measures taken over dress......39c







18 X 339—Peach. Waist sizes 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. Give waist and hip measures taken over 98c

SEARS SLA 45





Only



# Side-Lace Step-In

Fashioned of fine grade live 2-way stretch elastic that "holds you in" beautifully! It's usually found only in expensive garments. Side lacings, elastic binding top and bottom. Lightly boned at front. Short diagonal bones each side top back.

Color: Peach. All waist sizes: 26 to 34 in. State waist and hip measure taken over dress.

18 X 361—14-in. lgth. Shpg. wt., 15 oz. \$1.79 18 X 364—16-in. lgth. Shpg. wt., 1 lb.. 1.98



# 198 Improves Posture and Beautifies!

Women who know the merits of our "Beautilyne" Belt will thrill over this low sale price. Beautilyne helps to relieve chronic fatigue caused by muscle strain. Strong flexible boning supports weak back. Elastic bands and easy-to-adjust side lacings control the abdomen. It's great! Side hooking. Peach color, strong coutil. Shpg. wt. 1 lb. 1 oz.

18 X 194—All waist sizes: 28, 29, 30, 31, 32, 33, 34, 35, 36, 38 and 40 in. State waist and hip measure taken over dress.







Back Lace! Molds the thighs and waist into slim lovely lines. Elastic at top front; graduated front clasp. Flexible boning. Trolley garters. Strong coutil, made double across lower front for strength. Much underpriced. Shpg. wt., 1 lb. 2 oz.

18 X 378—Peach. Waist sizes: 25, 26, 27, 28, 29, 30, also even sizes 32 to 38 in. Order corset size 3 in. smaller than waist measure over dress...\$1.29

12-Inch

Creat
Girdle
Values

14-Inch

Girdles to give you a trim waistline. High cut shaped front panel with two elastic gores do the trick. Boned back. Side closing. Peach rayon striped cotton fabric: elastic side panels. Big Values.

TWO LENGTHS 790



Special reduction. One of the most popular figure beautifiers made! Patented inner shield has inserts of boning and elastic, cut to flatten the diaphragm and give you a straight line. Comfortable, too, as it supports abdominal muscles. A garment that will do worlds for your figure under the newer straight-line dresses. Excellent grade rayon striped cotton fabric. 14-in. elastic side panels. Boned back. Front loop garters. Length over bust, 22% in. Shpg. wt., 1 lb.

For Average and Stout Figures of Average and Tall Height

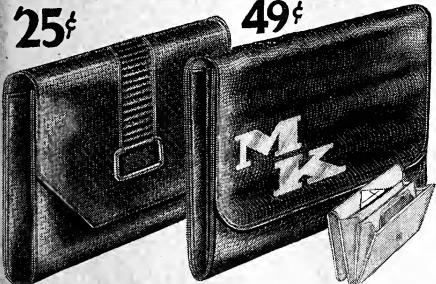
18 X 147—Peach. Bust sizes: 34, 35, 36, 37, 38, 39, 40, 42, 44, and 46 in. Give bust and hip measure taken over dress at fullest part.

FOR MAIL ORDERS ONLY



wt., each, 6 oz.; 2, 10 oz.





Grained artificial leather handbag. Pleated strap inlay and ornamental metal ring. Soil-resisting artificial leather lining in flap. Mirror! State color. Shipping weight, 8 oz. 18 X 2590—Black, Brown or White. Size, 8x53/4 inches.

Well made, sturdy artificial leather, assorted grainings. Two section interior, change purse, mirror. 2 initials if desired. State initials and color. Shpg. wt., 12 oz. 18 X 2588 — Black, Brown or White. Size, 9x6 inches.

NITIALS! On Your BELT!



Smart 11/2 in. width. Silvery metal letters. Artificial leather. Waist Sizes: 26 to 40 in. State size, color and initials wanted. Shpg. wt., 6 oz. 18 X 1752—Smart Rib. bed Graining. Colors: Black, Brown or Red. 1 7c 18 X 1753 - Smooth, Glossy, Patent Finish. Colors: Black, Red or Navy Blue ...... 17c



Gloria Cloth 10 Ribs
Gloria Cloth—famous silk and cotton fabric.
Wood rod, 10-rib steel frame. Composition handle, 2 silvery initials. Print initials wanted and state color. Shipping weight, 1 lb. 3 oz. 18 X 2336—Black with White, Brown or Navy.

**SEARS-ROEBUCK** 

**KCMN** 

49



12 X 2249-With cotton Duvetyn Carrying Bag. Shpg. wt., 8 lbs.

**Prices** 

For Mail

Orders Only

Fitted with **Adjustable** Bridge Raise or lower bridge to suit your own convenience and style of playing. Scientifically angled saddle compensates for thickness of larger strings providing absolutely true, uniform tone. Two high priced features now yours in this superb guitar. **Arched Top and Back** 

ARCHED TOP

Sears SALE PRICE

• Auditorium Size. • Vio in style "F" Holes. • Steel Reinforced Neck. • 14 Frets Clear of Body. • New Vertical Patent Heads. • Celluloid End Pin and Heel Plate. • Spruce Top Bound with Black and White—Back with White Celluloid. • Nickel-plated Tailpiece. • Brass-wound Strings. • Bone Nut. • Suspended Black Celluloid Guard Plate. • Instruction Book, Pick and Certificate which entitles you to 12 Lessons at \$1.00 Included. (See Our General Catalog.)

The arched top and back construction similar to violins permits great variation of volume and conflicting overtones are avoided. A fine instrument superlatively sweet toned throughout its entire range. Back and sides of selected birch in two-tone hand rubbed walnut finish. Shpg. wt., 9 lbs.

Patterned after instruments selling up to \$100.00.

12 X 224—Sale Price.

Guitar with Side-opening, Imitation Leather Covered Case. Shpg. wt., 12 lbs.

12 X 2224—Sale Price.

\$12.25

Certificate Entitling You to 12 LESSONS FOR INCLUDED WITH EACH GUITAR OR ACCORDION PURCHASED FROM THIS SALE CATALOG . . . .

SUPERTONE MILANO ACCORDION SUPERTONE

MILANO

25-Key (2 Octave) Piano

\$1.00 included. (See our

Designed by Sears own musical experts to meet the demand for a really fine-looking, playable guitar at a low price. Surprisingly good tone. We took all the manufacturer could produce of these

facturer could produce of these splendid guitars to make this startling value! Shpg. wt.. 81bs.

General Catalog.)

12 X 249 Sale Price....

Keyboard.

• Accurately Tuned Steel Reeds.

• Extension Keyboard. Size,7x13in.

• 12 Deep-toned Basses.

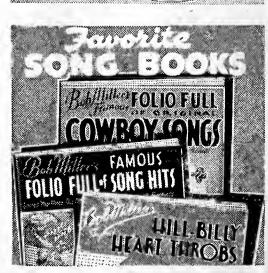
 White Enameled Frame. Reinforced Metal Corners.

Ideal for those who want to get the fundamentals of the piano accordion. Same keyboard arrangement makes it easy to "graduate" to larger instruments later. Regular piano "halftones" permit playing all but the more involved selections. Sonorous tone and pleasing appearance. Shoulder Straps, Carrying Case, Instruction Book and Certificate which entitles you to 12 lessons at \$1.00 included. (See General Catalog offer.) Similar accordions sell for as high as \$50.00. Shpg. wt., 23 lbs.

12 X 680—Cash. Sale Price................\$29.75 50 ° SEARS-ROEBUCK

Easy Payment Price, \$3 down, \$5 monthly......\$32.75





Sale Closes Feb. 28, 1935

A real surprise! Twelve electrically recorded selections on six standard, 10-in. doublefaced records such as Victor. Brunswick, Columbia, OKeh. Perfect and Conqueror for only 55c! Most of these re-cords sold for 75c each. Setscomprised mostly of popular dance and vocal with possibly a "Hill Billy" or standard selection. Our stock is limited. Order now! No choice of titles permitted. Shpg. wt.,

3 lbs. 14 oz. 12 X 6109—Pkg. of 55C 6 Records. Sale Price...55C

### **Bob Miller's Folios**

All 3 folios contain words with Piano Accomp. Guitar Chords. Size, 9x12 in. Shog. wt., 9 oz. each.

wt., 9 oz. each.

Cowboy Songs Folio. 48
pages: 22 Songs like "Big Ball
in Texas," "Outlaw John Dillinger", "Crime Doesn't Pay."
"Pretty Boy Floyd", etc. 30
Folio Full of Song Hits
64 pages. 30 songs. Includes "Wrong Man and Wrong
Woman," "Last of 21 Year
Prisoner," "Morro Castle Disaster," "By Stump of Old Pine
Tree" etc.

Prisoner, "Morro Castle Disaster," "By Stump of Old Pine Tree" etc.

12 X 1812......30C

Hill Billy Heart Throbs
64 Pages. 30 Hit Songs like
"After 21 Years," "Dust Covered Diary," "Seven yrs. with Right Woman," etc.
12 X 1811.......30C
12 X 1814.......30C
Shpg. wt., 1 lb. 6 oz... 83c



# Save on SHEET MUSIC ALL PROPERTY OF YOUR CONTRACTOR YOUR PROPERTY OF YOUR NEVER HAD A CHANCE LOVE EX SECULO For

Latest Hits Sheet Music (With Words) Allow extra titles for second choice. Shpg. wt., 

All I Do Is Dream Of You An Earful of Music And I Still Do Be Still My Heart Blue Sky Avenue Congratulate Me Continental, The Dancing With My

Shadow Dust On The Moon Don't Let It Bother You For All We Know Hot Cha Cha
I Never Had A Chance
I Only Have Eyes For
V You

I Saw Stars
If I Had A Million Dollars I'll Close My Eyes To Everyone Else I'm Growing Fonder Of

You I'm In Love I'm Lonesome For You Caroline

I'm Sorry I Lost You It Was A Blind Date It's Time To Say Aloha To You Just Once Too Often

La Cucaracha Lost In A Fog Love in Bloom Me Without You Mr. and Mrs. Is The Name New Moon Is Over My Out In The Cold Again Pardon My Southern Accent Shoulder

Pop Goes Your Heart Rain Rollin' Home

Sleepy Head Stars Fell on Alabama StayAs Sweet As You Are Sweetie Pie Take It Easy

Thank You For A Lovely Evening The Lights Are Low The Moon Was Yellow The Prize Waltz Very Thought Of

There's a Tavern In the Town\_ They Didn't Believe

Me Too Beautiful For Words Two Cigarettes In The

Dark Water Under The Bridge Were You Foolin'
When My Ship Comes In
With Every Breath I
Take

Wild Honey With My Eyes Wide Open Yesterday, Today, To-

morrow Your Head On My Shoulder

### Silvertone Phonograph Needles



**500** for

Finest steel. Special grinding and tempering. Accurate points. 500 of one tone in metal box. Shpg. wt., 6 oz.

3 Different Tones -Extra Loud Tone -Giant (Super Loud Tone).. 27c

Double Faced 10 inch Electrically Recorded. F. T. indicates Fox Trots.

Order by Cat. No. 12 X 6401 and give selection number. Allow extra titles as second choice. Popular Dance

> Funk's Orch. You're A Builder Up-per—F. T.'s—Reichman's Orch.

8411 I'll Close My Eyes - F. T.'s - Reichman's Orch.

You Caroline—Waltz. Rain—F. T.—Larry Funk's Orch.

Osborne's Orch.

8424 One Night Of Love
—Waltzes—Osborne's Orch.
For All We Know

And I Still Do—F.T's. 8432 Stars Fell on Ala-

bama—Rose's Orch. Continental, The -F. T's—Osborne's Orch.

Of You—Conn's Orch. Sweetie Pie—F. T.'s. Rollins' Orch.

8433 Water Under The Bridge-F. T.'s-Osborne's Orch. Too Beautiful For

Popular Vocal

8367 Home On The Range.

8412 Love In Bloom I Guess It Had To Be

8400 St. Louis Blues. I Heard—Nov. Ortte.— Mills Bros.

8413 Two Cigarettes In The Dark. I Saw Stars—Morton Downey.

### **Grand Concert Size** and Volume of Tone

A large professional model guitar made in a factory famous for high grade instruments. Its big sweet tone and handsome appearance will surprise you.

### Here's What You Get:

Full Grand Concert Size . . . Seasoned Birch-Body . . . Top and back two-tone walnut effect. Suspended black celluloid guardplate . . . Ebonized fingerboard . . . Fancy position markers . . . Trapeze style nickel-plated tailpiece . . . Fourteen frets clear of the body makes fingering easier . . . Ivory color stripe around top edge and sound hole . . . Easy-tuning, can't-slip vertical type patent heads. Shpg. wt., 11 lbs.

12 X 223—Sale Price..... \$4.75

**12 X 2223**—Same as above with canvas case. Shpg. wt., 13 lbs......**\$6.35** 

ALL PRICES FOR MAIL ORDERS ONLY

# BUY Conqueror 3 602 62° Records Electrically 5 602 \$ 100

Closes Feb. 28, 1935

Shpg. wt., 2 lbs. 4 oz.. 62c 3 Records

Shpg. wt., \$1.00 5 Records

8406 BeStill My Heart-

Popular Selections by Favorite Artists.

I Never Had A Chance
—C. Davis' Orch.

8410 I'm Lonesome For

8408 Lost In A Fog-Nov.
Dance—Bullock's Orch.
Love In Bloom—F. T.—

8407 Out In The Cold Again—Conn's Orch.

8409 The Very Thought

Words-Funk's Orch.

Thanks-Bing Crosby. That Way—Bing Crosby

linger. Luther Trio. Crime. Does Not Pay.

**Mountain Ballads** Instrumental Acc.

8402 Home In Sunlit Valley—Bill Cox. The Model Church.

8397 Hot Time In New Orleans Tonight. Going To The Barn Dance—Robison.

8389 In A Little Red Barn—F. Luther Trio. Buffalo Range.

8390 Little Hill Billy Heart Throb. — Odis Elder. Silvery Prairie Moon.

8396 Long Long Ways From Home, Robison. Ramblin' Cowboy.

8387 Mama Don't Like Music.

He Was A Traveling Man—Smilie Burnette. 8394 Mother Pal and

Sweetheart. I'm Alone Because I Love You—Callahan Family.

8434 My Gal On the Rio The Santa Fe Trail.

8392 N.R.A. Blues.—Bill Hard Luck Blues

8384 New Birmingham Jail No. 3. Little Poplar Log House On The Hill— Callahan Brothers.

8435 Oh Jailer Bring Back That Key. Boston Burglar -Plant Pete.

8401 Old Wishing Well. Sittin' On The Old Settee-Whitley-Elder. 8385 Outlaw John Dil8398 Pals Of The Little Red School House. Mountain Boy-Gene and Glenn.

8436 Pretty Boy Floyd— Singin' A Song In Sing Sing—R. Whitley.

8437 Roundup Time In Heaven— Westerners. Beautiful Texas.

8391 The Gangster's Yodel—Bill Cox My Gamblin' Days.

8395 The Last Of The 21 Year Prisoner. The Old Family Doctor—Frank Luther Trio.

8383 The Morro Castle Disaster—Ray Whitley. Have You Written Mother Lately.

8386 The Stump Of The Old Pine Tree. More Days-Seven Autry-Long.

8403 When It's Night Time In Nevada. When The Sun Goes Down—Gene and Glen.

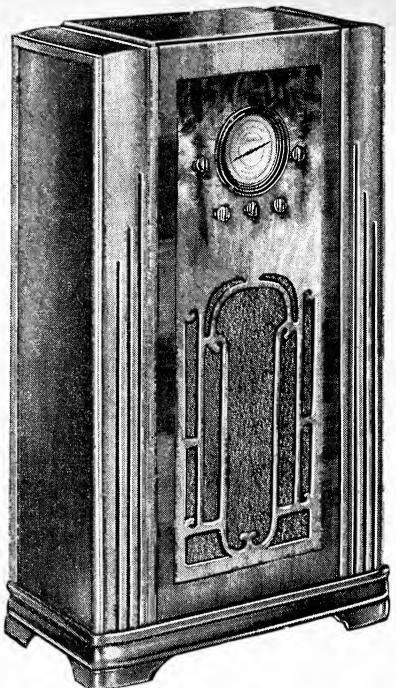
### Sacreds

8404 Lord I'm Coming Home—Guitar Acc.
If I Could Hear My
Mother Pray Again— Callahan Family.

8399 When Jesus Beckons Me Home-Piano and Harmonica. Acc.
In My Heart There
Rings A Melody—Gene and Glenn.

8414 When A Man Feels Discouraged. Lean Your Head Out The Window— Negro Spiritual—Mitchell's Singers.

SEARS, ROEBUCK AND CO.



### 6-TUBE BATTERY MODEL

All batteries contained in cabinet; no muss outside.

 Large, true-tone speaker brings life-like reproduction. Console cabinet gives advantage of large tone chamber and finer appearance. Size 22x12 1/4x37 in. high.

One of the greatest battery consoles Sears ever offered ... and for this great Sale an unusually low price. Try it NOW, in your own home! We guarantee satisfaction. Famous World's Fair Model with easy tuning airplane dial. Complete with tubes, three Silvertone "B" Batteries, 6-month Dry "A" Battery, "C" Battery and long and short-wave aerial. Shpg. wt., 104 lbs.

57 XM 1868—Cash Price... Easy Payment Price (\$4 Down, \$5 Monthly)..... \$43.95

Sears SALE A. C. MODEL WAS \$41.50

Sears PRICE

Compare with Other Radios at

# On Easy Payments \$4 DOWN

**BATTERY MODEL** 

New 1935 Silvertone World's Fair Model at the lowest price we've ever offered on a superheterodyne set of such quality! Beautifully designed cabinet of finest walnut and other rich veneers; long distance reception, rich tone and sharp selectivity . . . It brings you foreign programs as well as nation-wide American broadcasts. Both the battery and A.C. sets have the velvet tuning airplane dial, three-section condenser (not two-section) and Super Silvertone tubes.

Order Your Silvertone Radio Today!

### 7-TUBE A. C. MODEL

Automatic volume control . . . Airplane dial.

Large true-tone Super Dynamic speaker.

• Cabinet slightly different than illustrated and with only four controls. Size, 21 3/x12 1/4x35 3/4 in. high.
Slashed from \$41.50 last Fall to only \$38.95 for the new improved 

Radios are shipped from Dallas Or Houston. Send order to city nearer you. For Easy Payments, use Easy Payment side of Order Blank Enclosed.



# Guaranteed METEOR TUBES

Don't risk buying tubes without a guarantee. You may get "seconds" or used tubes. Low price Meteor Radio Tubes are guaranteed for Four Months ... next in quality only to Super Silver-

tone Tubes which are guaranteed for one full year. Order by Catalog number and "type," in list below, which correspond to last two numbers on your old tubes. Shipping weight, each tube, 10 oz.

Catalog Number	Type	Sale Price	Catalog Number	Туре	Sale Price	Catalog Number	Type	Sale Price
57X0201A 57X0224A 57X0226	01A 24A 26	26c 49c 32c	57 X 0227 57 X 0235 57 X 0245	27 35 45	33c 49c 37c	57 X 0247 57 X 0171A 57 X 0280	47 71A 80	58c 33c 33c

### YEAR GUARANTEED SUPER SILVERTONES! Every Price Reduced for this Great Sale

For finest reception, tone quality and sensitivity, you need SUPER SILVER-TONE Super Quality Tubes! Made under R.C.A. License, guaranteed by Sears to give you a greater measure of satisfaction than any other radio tube on the market, regardless of make, brand or price! Superior in uniformity, long life and tone, with double grip dome top.

SUPER SILVERTONE TUBES will replace any brand or make of tube in any radio set. Every Silvertone Radio comes equipped with SUPER SILVER-**TONE Tubes!** 

Order by catalog number and "Type" in list below, which corresponds to last two numbers on your old tube. Shpg. wt., each tube, 10 oz.

Catalog Number	Type	Sale   Price	Catalog Number	Type	Sale Price	Туре	Sale Price
57 X 201AA 57 X 224A 57 X 226	01AA 24A 26	59c	57 X 227 57 X 230 57 X 232	27 230 32	39c 47c 77c	45 71A 80	42c 39c 39c

Specially Reduced From Price of

**BATTERY MODEL** 

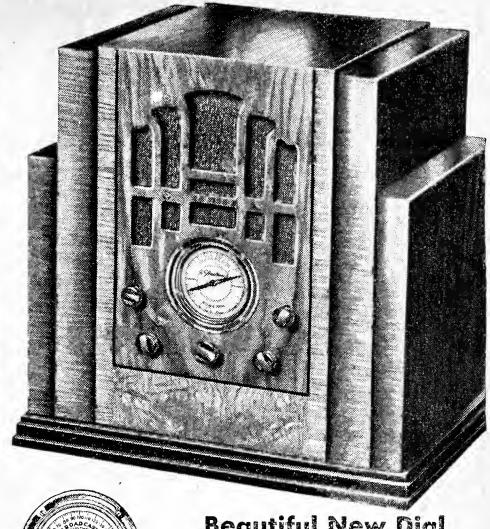
Sears

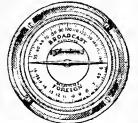
**NEW A.C. MODEL** 

Sears

Easy Payments \$ 4. DOWN

America's lowest price for a superheterodyne set of such outstanding quality. . . . Famous Silvertone World's Fair table model, praised by more than 20,000 owners! Offered for this sale in both A.C. and battery types. This new 1935 model gets foreign and nation-wide American broadcasts. Cabinet of walnut and other rich veneers. Both battery and A.C. sets have velvet tuning dial, three-section condenser (not two-section). Complete with Super Silvertone tubes.





### Beautiful New Dial

Velvet smooth tuning, airplane style dial with curved glass lens and decorative bronze All foreign short-wave and American broadcast channels plainly marked, makes it easy to locate foreign stations!

### 7-TUBE A.C. MODEL

- Velvet tuning airplane dial; dual-wave bands marked.
- Large Super dynamic speaker gives life-like tone.
- Cabinet has slightly different arrangement of controls, otherwise, as illustrated. Size, 15x10\%x15\\frac{1}{2} in. high.

Compare this Silvertone with others at \$45.00! Has automatic volume control. Complete with tubes. Aerial not included, see below. For 110-volt, 50 or 60-cycle A.C. If in 25-cycle territory, please state. Shpg. wt., 32 lbs.

Easy Payment Price (\$4 Down, \$5 a Month).....\$32.95

57 X 5540. Long and Short wave aerial kit for proper operation of above set. Shpg. wt., 3 lbs......\$1.59

### 6-TUBE BATTERY MODEL

- Velvet tuning airplane dial with dual-wave bands plainly marked, broadcast and foreign short-waves.
- True tone speaker brings life-like reproduction.
- Cabinet contains all batteries . . . no wires or muss outside. Size,  $18\frac{1}{4}$ x $13\frac{1}{2}$ x $18\frac{3}{4}$  in. high.

Built to commemorate a Century of Progress, this Silvertone has broken all records for quality and performance at low price! And--now for this sale another big reduction. Complete with tubes, three Silvertone "B" Batteries, 6-Month Dry "A" Battery and "C" Battery and aerial kit. Shpg. wt., 91 lbs.

Easy Payment Price (\$4 Down, \$5 Monthly) ......\$36.25

Radios are shipped from Dallas or Houston. Send order to city nearest you. For Easy Payments Use Easy Payment Side of Order
Blank Enclosed.

# SILVERTONE Batteries Guarantee Extra Service!



Reduced from \$1.79 **SILVERTONE Super Service** Heavy Duty "B" Batteries

### AT A BIG REDUCTION IN PRICE

These are the same high quality, guaranteed Silvertone batteries shown in our regular catalog at 18% higher prices. All fresh, new stock, every battery dated for your protection. Guaranteed for 525 hours of service. Large 71/4 x 41/2 x 8-in. size.

57 X 5131—Shpg. wt., 14 lbs. \$1.45 Special price for 3.

Shpg. wt., 40 lbs......\$3.98

All Standard Quality LEADER "B" Batteries REDUCED

LEADER Heavy Duty. Guaranteed for 400 hours. Size, 7x41/8x71/6-in. Fresh new stock. 57 X 5132—Shpg. wt., 13 lbs. Sale Price, each..... Special price for three. Shpg. wt., 35 lbs....\$3.39

LEADER Light Duty. Guaranteed for 150 hours. Size, 6%x2%x7%-in. For light duty on small sets. 57 X 5103—Shpg. wt., 8 lbs. 4 oz. Sale price. 67c

SEARS SALE PRICE Silvertone

1000 Hour Guaranteed "A" Battery

SEARS, ROEBUCK AND CO.

253



Was en Dega



### Covers and Colors of Overstuffed Pieces

Angora Mohair. Taupe, woodrose, green, walnut, burgundy, henna, blue or garnet with rose bac ground: also taupe with blue background. Reverse cushions in harmonizing moquette. Outside arms and backs in plain cotton velour to match.

Two-Tone Cotton Jacquard Velour. Taupe with rose back or taupe with blue back. Reverse cushions same. Outside arms and backs in plain cotton velour to match.

Homespun Cotton Tapestry. Green or rust color predominating. Reverse cushions same.

54

SEARS

### FURNISH Your LIVING ROOM COMPLETE With This

Complete furnishings for a cozy living room. Nine pieces—balanced selections, pleasingly styled—priced to bring you big Savings. Enjoy the comfort and beauty. Use Sears Easy Payment Plan. See page 43.

(A-B) Davenport and Wingback Chair. Two matched pieces in Sears famous Honor-Bilt construction. Deeply comfortable, all the latest style notes including reversible cushions, button tufted chair back and rich weltings. Base, back and cushions filled with resilient coil springs. Steel suspension understructure built into strong hardwood frame. Mahogany finished legs. Beautifully upholstered in choice of three covers and many colors as described at left. Davenport seat, 60x20% in.; overall length 72 in.; ht. 33 in. Chair seat 19x20% in. width 32 in. ht. 33 in. State color and cover wanted.

(C) Occasional Chair (or Rocker). Comfortably padded. Wide, shaped arms. Strong hardwood frame finished walnut. Attractive Homespun Cotton Tapestry covering in choice of rust or green. Seat, 19x18½ in. Ht. overall, 33 in. State color and choice of chair or

(D) Occasional Table. Scalloped top, molded edges, fancy cut-in designs. Hardwood in shaded walnut finish. Top, 35x20 in. Ht., 29 in. Easily set up.
(E) Bookcase. 3-ply hardwood in walnut finish. Ht., 37½ in.; width, 18 in.; depth, 8½ in.
(F) Smoking Stand. Hardwood finished walnut. Neatly decorated. Glass ash tray. Brass fittings. Height, 26½ in.; width, 10 in.; depth, 8 in.

(G) Footstool. Top, 16x10 in., upholstered in multicolored cotton Jacquard velour. Hardwood finished walnut. Height, 10 in.

(H) Magazine Basket. Scalloped edges. Hardwood finished walnut. Ht., 20½ in.; width, 12½ in.

(J) End Table. Four leg style. Handy lower shelf. Well made, hardwood finished walnut. Top, 21% x11 in., with molded edge, ht., 24 in. Shipped taken apart.

COMPLETE 9-PIECE OUTFIT—Shpg. wt., 418 lbs. Shipped from factory in Atlanta, Ga. or New Orleans,

### PIECES SOLD SEPARATELY

Homespun Jacquard Angora Tapestry Velour Mohair

\$25.88 \$27.88 \$30.88

18.00

(A) 1 XM 1975—Davenport Shpg. wt., 200 lbs.
(B) 1 XM 1975—Wing Chair Shpg. wt., 105 lbs.
(C) 1 XM 1975—Lounge Chair (Not shown) Shpp. wt., 100 lbs.
(C) 1 XM 1975—15.00

(A) 1 XM 1975—Davenport

17.00

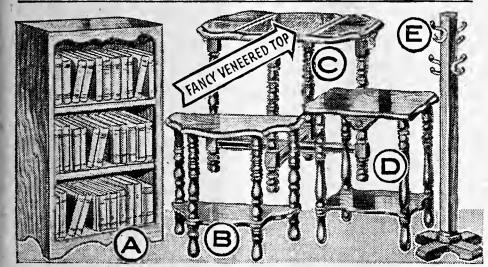




Walnut Veneered Cedar Chest

Pays for itself with the clothes it saves! Built to government specifications for moth protection. ¾-inch Tennessee Red Cedar chest veneered with walnut on top, front and sides. Lacewood overlays. Wood carvings. Lid stays to hold top open. Spring lock and key.

	Size of Top	Height	Shpg. Wt.	Sale Price
1 XM 37601	33x18½ in.	181/4 in.	60 lbs.	\$ 9.98
1 XM 37602 1 XM 37603	$36x18\frac{1}{2}$ in. $40x18\frac{1}{2}$ in.	18¼ in. 18¼ in.	70 lbs. 75 lbs.	11.98 12.98
1 XM 37604	$45x18\frac{1}{2}$ in.	191/4 in.	82 lbs.	15.98
1 XM 37605	48x18½ in.	19¼ in.	86 lbs.	18.98



### Handy . . . Cost Little

BOOKCASE: Three-ply hardwood finished walnut. Ht., 37½ in. Width, 18 in. Depth, 8½ in. Neatly shaped moldings. 2.79

1 XM 3703—Books not included. Shpg. wt., 14 lbs... \$2.79

END TABLE: Beautiful walnut finish. All hardwood. Top, 21¾x11 in. Ht., 24 in. Easily set up.

1 X 3459—Mailable. Shpg. wt., 7 lbs... \$1.29

COCCASIONAL TABLE: Gorgeous Butt Walnut Veneered top with inlays of Marquetry and light toned Lacewood. Balance hardwood finished walnut. Top, 27x18 in. Ht., 29 in. Packed with legs off. \$4.98

RADIO TABLE: Safe foundation for midget radios. Hardwood finished Walnut. Molded edge top, 18x12 in. Height. 24 in. Shipped taken apart; easily set up.

1 X 3428—Mailable. Shpg. wt., 8 lbs... \$1.39

RALL TREE: Four hooks. Base, 17 in. across. Hardwood finished walnut. Ht., 62 in. Easily set up.

1 X 3942—Mailable. Shpg. wt., 7 lbs... \$1.59



SAVE NOW-PAY LATER—See Page 43



### Cozy! Stylish! They Match!

Two more sensational Sears bargains! Choice of chair or rocker upholstered in attractive Rust or Green Homespun cotton tapestry. Wide arm rests; comfortably padded back. Seat softly padded and button tufted. Solid hardwood frame finished walnut. Seat, 19x18½ in. Height overall, 33 in. Rockers

shipped with runners detached; easily put on. State choice of color. Shpg. wt., chair, 22 lbs.; rocker, 23 lbs.

23 lbs.

1 XM 15211—Chair...\$4.69

1 XM 15212—Rocker. \$4.79

1 XM 1521—Both Chair and



OUR BEST FIBER SET . . . SALE PRICED

All handwoven. Steel core round fiber uprights braced hardwood frames. Spring filled cushions, cretonne or cotton tapestry covers. Fawn or Green decorated enamel finishes. Davenport and two or more pieces shipped from factory in Atlanta, Ga. State choice.

1 XM 944	Length	Seat	Wt.	Cretonne	Tapestry
Davenport	75 in. 31½ in. 31½ in.	59x19½ in.	95 lbs.	\$16.95	\$18.95
Chair		19x17 in.	27 lbs.	8.45	9.25
Rocker		19x17 in.	29 lbs.	8.45	9.25

2-Pc. Set: Davenport and Chair or Rocker. Cretonne.**\$22.95** Tapestry.**\$25.95** For Easy Terms See Page 43.

SEARS C 255

# Sears Biggest **Bargain Bed Outfit**

Buy it now-that new bed outfit or the separate pieces you've been wanting—while Sears offer these startling low prices. Not in months have we been able to offer such great values! And this sale is for Mail Order Customers Only.

BED. All steel with gracefully molded tubing ends and a beautiful walnut finish. Solid steel center panel is artistically decorated and striped.

COIL SPRING. 96 spring coils of tempered wire. Tied at top with helicals. Side stabilizers. Heavy angle frame. Sturdy steel cross slats.

MATTRESS. Only new fluffy cotton could give the comfort you will find in this fine mattress. There's 45 pounds of cotton in all and it's layer felted on top and bottom. Deep firm tuftings to keep it permanently in place. Good quality floral art ticking and neat roll edges. State size.

	Catalog No.	Size In.	Shpg. Wt.	Eaclı
Bed	1 XM 54131	54	48 lbs.	\$5.45
	1 XM 54133	39	44 lbs.	5.43
Spring	1 XM 57381	54	63 lbs.	5.45
	1 XM 57383	39	49 lbs.	5.43
Mattress	1 XM 75701	54	54 lbs.	5.45
	1 XM 75703	39	40.lbs.	5.43
Bed, Spring and Mattress.	1 XM 52121 1 XM 52123	54 39	165 lbs. 133 lbs.	15.89 15.87



Bed, Link Spring, Mattress

BARGAIN SPECIAL

Similar to above but bed has no panels and has lighter spring construction.

Bed, Link Spring and 1XM52641 54-in. 121 lbs. \$9.85 Mattress 3 1XM52643 39-in. 99 lbs. 9.83 9.83 1XM54001 54-in. 44 lbs. 1XM54003 39-in. 40 lbs, Bed Only 3.75 3.73

SALE ENDS

FEB. 28, 1935

56<sub>2</sub>C SEARS

BED, all steel with cane effect steel panels. Heavy 2-in. posts. Baked-on brown enamel finish.

LINK WIRE SPRING, resilient! Anchored to Anchored to frame by coil springs. Rustresisting enamel finish. Locks into bed ends.

88 COIL SPRING, tied attop with crimp wire. Angle steel frame. Steel cross slats. Enamel finish.

MATTRESS, filled with 45 lbs. new fluffy cotton. Floral art ticking. Deep tuftings. Roll edge.

Bed only. Shpg. wt., 54 in. size,
60 lbs.; 39 in. size, 54 lbs.

1 XM 54171 54 in. . . 1 XM 54172

39 in.....**\$4.93** 

1 XM 5696—Bed, Link spring and Mattress. 54-in. width. Shpg. wt., 151 lbs. \$11.85 39-in. width. Shpg. wt., 117 lbs. 11.83 1 XM 5683—Bed, Coil spring and Mattress. 54-in. width. Shpg. wt., 165 lbs. \$14.68 39-in. width. Shpg. wt., 133 lbs. 14.65

Complete Colonial Outfit Quality couldn't be better at this low price!

> That's Sears way! BED. Sears famous "Priscilla" model. Four poster of solid hardwood in walnut, mahogany or maple finish. Sturdy posts cut from 21/4-in. stock and a beautiful band sawed head board. Wood side rails. Shipped from factory in Memphis, Tenn. State finish.

SPRING. 96 deep coil springs cross tied by 154 helical coils. Continuous angle frame. Drop slats. Border wire.

MATTRESS. Full 45 pounds. All new cotton; felted at top and bottom. Roll edges. Deep Floral art tuftings. ticking.

Furnished in full (54-inch) or twin (39-inch) sizes. | Cat. No. | Size | Shpg. Wt. | Cat. No. Size Shpg. Wt. 1 XM 52201 54-in. 181 lbs. 142 lbs.

Bed, Spring and Mattress

\$16.88 14.88 Bed, Spring and Mattress.... Bed Only, Wood Side rails...... 1 XM 42261 54-in. 1 XM 42263 39-in. 65 lbs. 55 lbs. 5.98 4.98

Choice of Inner-spring or Felted Cotton Mattresses



Sears finest bed outfit-an ensemble well worth its slight extra cost. Now the comfort of a fine coil spring combined with choice of a spring cushion or a 50-lb. cotton felt mat-

tress. Enjoy comfort and beauty of this fine outfit NOW—pay later on time. Liberal Easy Payment Plan, See Page 43!

BED. Famous "Steel Art" quality. Finished in exact reproduction of expensive walnut wood. All steel with molded

oval shaped ends. Fancy shaped solid center panels, artistically decorated. Side panels of cane effect steel.

SPRING. Double deck coil type. 96 resilient wire coils tied at tops by 154 flexible helical (coil) springs. 2-inch drop cross slats. Heavy steel continuous trame. Heavy border wire top. Baked on green enamel finish. rust resisting.

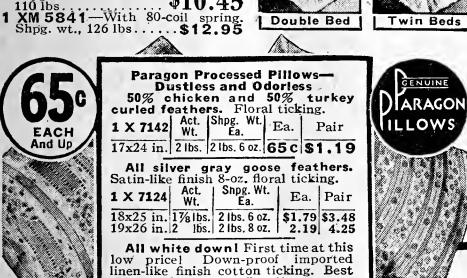
SPRING CUSHION MATTRESS. Highly tempered coils cushioned by layers of soft, felted cotton. Floral pattern drill ticking. Firmly tufted. Roll edges. Real comfort and luxury.

FELTED COTTON MATTRESS. 50-lb. weight—all layer felted cotton. Floral art ticking. Deeply tufted. Firm roll edges. Better-Bilt construction.

Easy Payment Terms: Bed outfit, with inner-spring mattress, \$3 down, \$4 a month. Use Easy Payment Side of Order Blank Enclosed.

State size	Cat. No.	Size	Shpg. Wt.	Cash Price	EasyPay- Price
Bed, Spring and Spring cushion-					100
mattress Items Listed					
Bed, spring and cotton mattress	1 XM 52881 1 XM 52883	54-in.  39-in.	180 lbs. 150 lbs.	19.95 19.93	
Bed Only	1 XM 54631 1 XM 54633	54-in. 39-in.	61 lbs. 53 lbs.	8.95 8.93	4





value we have ever offered!

1 X 7118 | Act. Wt. | Shpg. Wt. Ea. | Pair |
19x26 in. | 136 lbs. | 2 lbs. 2 oz. | 3.49 \$6.75 |
21x27 in. | 158 lbs. | 2 lbs. 2 oz. | 3.98 | 7.75

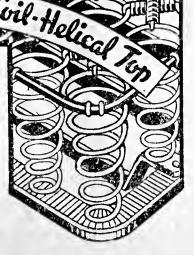




Single deck. 96 single cone coils cross tied by 154 helicals. Drop slats. Angle steel frame. Border wire. Green enamel finish. Fits beds with wood or metal side rails.

1 XM 5726—State Size.

Fits Bed | Shpg. Wt. 54.88 | 63 lbs... \$4.88 | 49 lbs... \$4.86





### New Rounded Corner Style on Sale!

Very latest—yet SALE PRICED at Sears! New rounded corners—richer, more distinctive. Opens to double or twin size beds; both sections same height. Fully upholstered like fine living room furniture. Coil spring base with removable spring cushion mattress on top; softly padded with felted cotton. Covered with brocaded cotton Jaspe Cloth or cotton Homespun Tapestry in choice of rust or green colors. Three box edge pillows, size, 18x24 in. Honor-Bilt hardwood frames over steel skeleton. Each section measures, 30x73 in. Opens to 6 inches wider than full size bed. Shipped from factory near our mail order house. State color. Shpg. wt., 185 lbs.

1 XM 58841—Brocaded Jaspe cloth. Cash.....\$21.48
Easy Payment Price.....\$23.98

# 55 Pounds Lbs. Overweight

Deep 55-pound size and every pound of filling material is all new cotton, clean as money can buyl Felted into layers at both top and bottom to hold the fluffy center snugly in position—to prevent shifting and lumping. Really a fine mattress through and through—not to be compared with ordinary quality built to sell at this price. Attractive floral pattern art ticking. Roll edges. Shipped in sanitary carton.

Fits Bed Wt. Shpg. Wt. Wt. 55 lbs. 64 lbs. \$6.77

### FULL 50-LB. SIZE

With Swiss Embroidery effect plain color sides.

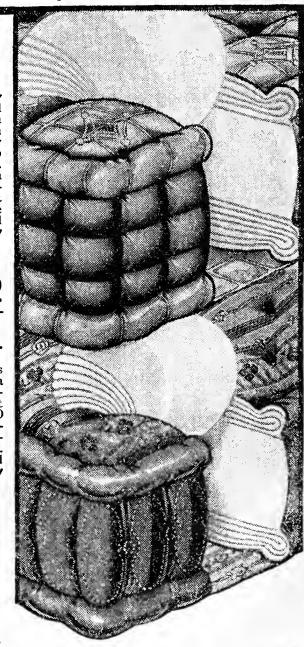
That's the kind of values Sears midwinter sale brings you—a regular 50-pound mattress, 50-pound softness and comfort—at the standard price of a 40 pounder. Filled with all new cotton felted at both top and bottom. Heavy floral art ticking. Deep, uniform tuftings. Roll edges. Shipped in sanitary carton.

### 1 XM 7628—State size.

Special—A 45-lb. all new cotton mattress. Deeply tufted—Covered in floral art ticking. Firm Roll edge. (Not shown.)

1 XM 7500—State size.

Fits | Act. | Shpg. | Wt. | Wt. | 54-in. | 45 | lbs. | 53 lbs. | \$4.65 | 39-in. | 32½ lbs. | 39 lbs. | \$4.55

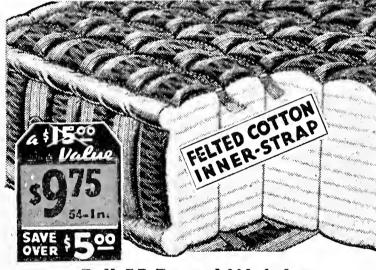


SEARS-ROEBUCK

С



# SALE ENDS THE NATION'S SLUMBER



### **Full 55 Pound Weight**

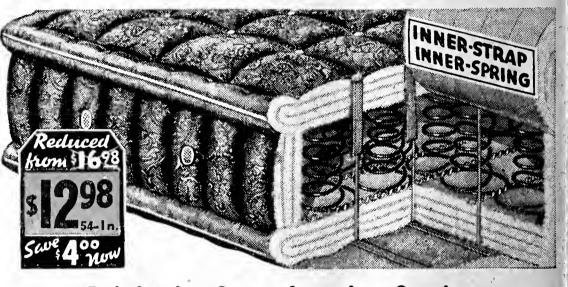
Sears famous inner-strap—tapes seeured inside to prevent spreading. Priced low—after this sale the price must go up. 55 lbs. of all new layer cotton felt. Deep tuftings. Roll edges. Screened ventilators, heavy two tone drill covering, choice of green, rose or orchid. State size and color. Shipped in sanitary carton.

1 XM 7605 | Act. Wt. | Shpg. Wt. | Sale Price

 1 XM 7605
 Act. Wt.
 Shpg. Wt.
 Sale Price

 To fit 54-in. bed
 55 lbs.
 65 lbs.
 \$9.75

 To fit 39-in. bed
 42½ lbs.
 48 lbs.
 9.55



### Reinforcing Straps Lengthen Service

Exclusive at Sears! Our famous Inner Strap—the mattress that always retains its shape—with a spring cushion unit. What a combination for eomfort! A gigantic bargain that even Sears may not be able to repeat. Act NOW for savings! Hundreds of heat tempered coils, closely nested, respond instantly to every body movement. 32 lbs. soft felted cotton

padding. Stitched batt insulator for smoother surface. Taped roll edges. Screened ventilators. Allover pattern drill ticking in blue, green, rose, or orchid. State color. Shipped in sanitary carton.

1 XM 7609 | Shpg. Wt. | Sale Price | To fit 54-in. bed | 64 lbs. | 51 lbs. | 12.78



# Sears. NATIONALLY KNOWN "BETTER-BILT" WITH ALL NEW LAYER COTTON FELT 50-Pound thickness. Extra Layers at Center. 60-Pound thickness. Woven Striped Ticking.

Every ounce of eotton from top to bottom felted into thick, fluffy layers—recognized the world over as the finest construction for all cotton mattresses. And in addition EXTRA layers have been built into center (where ordinary mattresses develop hollows). It's this EXTRA quality feature that makes "Better-Bilt" a deeper, more restful and longer lasting mattress. Roll edges keep sides straight and neat. Deep tuftings. Covered with durable art tieking. Shipped in sanitary carton. State Size.

**58** c

SEARS

1 XM 7591 | Act. Wt. | Shpg.Wt. | Sale Price | 50 | lbs. | 58 | lbs. | \$6.68 | To fit 39-in. bed | 37½ | lbs. | 44 | lbs. | 6.48 |

Imagine the comfort of 60 pounds of all new layer felted cotton—that's 10 pounds more than standard. Has Sears famous "Better-Bilt" feature, too—with extra layers of fluffy cotton built into center as shown in small picture. Tailored with blue and white woven striped covering—favorite ticking of Grandmother's day—now used extensively because of its durability. Four rows side stitching. Deeply tufted. Taped roll edges. State Size. Shipped in sanitary carton.

1 XM 7657 Act. Wt. Shpg. Wt. Sale Price
To fit 54-in. bed
To fit 39-in. bed
Act. Wt. Shpg. Wt. Sale Price

60 lbs. 71 lbs. 55 lbs. 8.78

# a \$ 698 Value Savet

**Inner-Spring Comfort Costs So Little** 

**DON'T MISS IT!** 

Bargain Special

Not illustrated.

Worth \$12 of any-body's money! Spring

unit has tempered

coils. Padded with all New Felted Cot-

ton. Durable drill ticking, roll edge and

1 XM 7694—State size. Fits | Shpg. | Sale bed | Wt. | Price

54-in. 70 lbs. \$8.68 39-in. 49 lbs. 8.48

Price

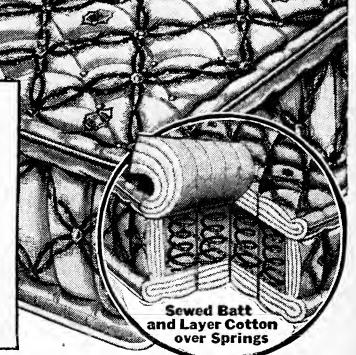
secure tufting.

# "More Mattress for the Money"

- Spring unit has hundreds of heat tempered coils cross tied by spiral coils.
- Softly padded with all new felted cotton.
- Thick stitched cotton batt insulator. • Heavy sateen ticking in attractive pattern.
- Taped edges and button tufts.

More comfort in the springs—they're deeper and better quality than this price usually buys. Sears quality cotton padding—all new and clean. It's not the most luxurious mattress you can buy—but for good honest value it's a bargain you just wouldn't expect any place but at Sears. Screened side ventilators. Sateen ticking may vary in design from one shown. Shipped in flat sanitary carton. State size.

1 XM 7667	Shpg. Wt.	Sale Price
To fit 54-in. bed To fit 39-in, bed		\$10.98



Beautiful Sateen Ticking

# SHOP SAVES YOU MORE



### Choice 140 or 187 Coils

Utmost in comfort and long service. Double deck type—187 or 140 heat tempered triple cone coils cross tied at tops by sensitive helical (coil) springs. Center border wire eliminates sidesway. Heavy, 1½x1½-inch full angle frame. Rounded corners on frame. Side stabilizers. Green enamel finish. Fewer coils in smaller sizes. Fit beds with either wood or steel side rails.

### With 187 Large Coils

State Size. To fit
1 XM 57991—54-in. bed......
1 XM 57993—39-in. bed......

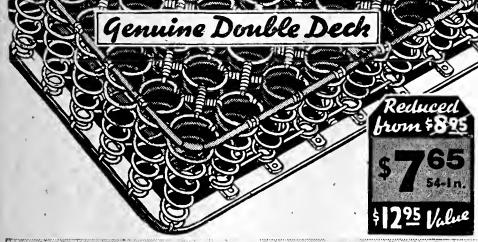
Shpg. wt. 109 lbs. Sale Price 78 lbs.

With 140 Large Coils

XM 57901—54-in. bed...... XM 57903—39-in. bed..... 86 lbs. 1 XM 57991

**Orders** Only





### 99 Triple Cone Coils!

More quality features than we've ever seen on springs in this price range. Super double deck construction—that is, extra helical coils anchor center deck wire to frame, adding both comfort and service. Made with 99 triple cone coils of finest heat tempered wire -cross tied at top by 160 sensitive helical coils. Continuous 11/4inch angle steel frame all corners rounded. Sag proof side stabilizers hold edges straight. 2-inch drop cross slats. Rust resisting green enamel. Fits bed with wood or steel side rails. State size.

Shpg. wt., 72 lbs. Shpg. wt., 53 lbs. To fit 54-in, bed To fit 39-in, bed



From the strong angle border frame to the extra deep coils used throughout here is an exact duplication of a Nationally Advertised spring selling today for \$19.50 in leading stores! Has 99 triple cone coils cross tied at both top and center by literally hundreds of small helical coils. Gives each large coil independent action—increases comfort lengthens service. Full double deck construction keeps coils permanently in line. Angle top border makes a sag-proof edge. Side stabilizers. 2-inch drop cross slats permit deeper coils. Baked-on rust resisting green enamel finish. Fits bed with either wood or steel side rails. State size.

XM 57871 To fit 54-in, bed Shpg. wt., 90 lbs. \$9.75 XM 57873 To fit 39-in, bed Shpg. wt., 70 lbs. \$9.73

SEARS C 59



A Brand new design that has the very latest style features! Fronts of all pieces decorated with popular "V" matched effect (overlays,) half turnings and genuine wood carvings. Finish is a glossy two-tone walnut other. Drawers dwith neat cut-in designs. Heavy built-up side rails. Bedding legs. Molded edge tops. Big genuine Plate glass Triple Mirrors. The heavy 3-inch posts in Memphis, Tenn.

on the bed are typical of the sound construction used throughout. Every piece sturdy hardwood. Wardrobe has roomy hanging space on one side and 3 compartments on the other. Drawers dovetailed. Bed has wood side rails. Bedding not included. Use Your Credit, See Page 43. Shipped from factory in Memphis Tenn

1 XM 4386	Top Sizes	Mirror	Shpg. Wt.	
Vanity	42x17 in.	14x28 in.	125 lbs.	\$18.95
Chest, Ht., 46 in	54 in.	Sides, 24x6 in.	100 lbs. 100 lbs.	9.95 10.95 18.95
Dresser	42x19 in.	26x14 in. Sides, 22x6 in.	128 lbs.	1
Wardrobe, Ht., 63 in	37x19 in. 26x15 in.		130 lbs. 12 lbs. 325 lbs.	13.95 3.95 37.85



Costly in Appearance . . . But Not in Price

New! Stunning! Sears bring expensive beauty at sale prices! Latest "cuta-way" front on buffet. Two-tone shaded walnut finish on all pieces. Striking decorations. Deeply cut lines form novel patterns. Genuine wood carvings, overlays and attractive moldings. Sturdy hardwood throughout with 3-ply ends. Heavy, gracefully turned

1 XM 2320

70
Buffet
Table, 6-ft. extension
China Cabinet, Ht., 64 in
Side Chair
Arm Chair
7-Piece Suite, Table, 5 Side Chairs and
1 Arm Chair

60

legs. Fancy grille and large drawer in china cabinet. Varnished interiors. Chair seats upholstered in fancy rust color Homespun Cotton Tapestry. All joints securely locked and braced to KEEP them rigid. Buy on Easy Payments. See Page 43.

Shipped from factory in Memphis,

Top Sizes	Shpg. Wt.	Sale Price
60x20 in. 54x40 in. 36x14 in. 18x15 in. 20x16 in.	150 lbs. 190 lbs. 145 lbs. 12 lbs. 16 lbs.	\$15.95 14.45 13.95 2.85 3.75
	266 lbs.	29.95

### Easy Terms As Low As \$3 Down, See Page 43

Dresser

This chifforobe has a place for everything. The roomy full length wardrobe compartment hangs clothes full length and can be had with plain wood or long mirror door. Our Midwinter sale prices this good looking piece far below it's actual worth.

Constructed solidly of hardwood, finished golden or walnut. Equipped with pull-out hanging rod and two hangers. Long mirror, 40x14 in.; Small mirror, 16x12 in. Four roomy drawers, Two-tone decorated. Overall ht., 63 in.; width, 38 in.; depth, 17½ in. Inside ht., 51½ in. Cedar lining in garment compartment. lining in garment compartment may be had for \$3.50 extra. Shipped from factory in Memphis,

State finish.

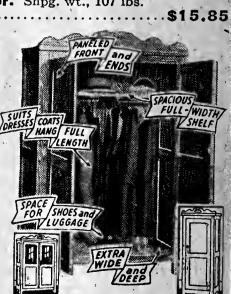
With Wood Door. Shpg. wt., 97 lbs. 1 XM 4793—Sale Price.....

With Long Mirror Door. Shpg. wt., 107 lbs. 1 XM 4794—Sale Price.....

# **Roomy Wardrobe**

Extra large clothes space with garment rods and clothes hangers. Full width hat shelf. Mirrors, 30x15 in. Hardwood finand clothes hangers. Full width hat shelf. Mirrors, 30x15 in. Hardwood finished golden oak or walnut, 3-ply doors, sides, top and bottom. Size overall, height, 74½ in.; depth, 20 in. Double Size is 44 in. wide; Single size, 25 in. wide. With or without mirrors in doors. without mirrors in doors. Shipped unassembled from factory in Memphis, Tenn. Easily set up. State size and finish wanted.

Single Size



**Double Size** 

1 XM 4917—Wood door. Shpg. wt., 90 lbs. . \$8.45 1 XM 4918—Mirror door. Shpg. wt., 95 lbs. . \$9.95 1 XM 4916—Wood doors. Shpg. wt., 125 lbs..\$10.95 1 XM 4915—Mirror doors. Shpg. wt., 130 lbs..\$12.95 These Low Prices For Mail Orders Only **KCMN** SEARS, ROEBUCK AND CO.



### **Beautifully Decorated! Bargain Priced!**

Construction in keeping with the beauty of this suite. Solid hardwood tops and fronts—3-ply ends. All hardwood interiors. Tastefully finished in rich brown walnut with light tone panels in striking "V" matched effects. Decorated with elaborate half turnings and deep cut routing lines. Vanity has good grade triple mirror and one full length drawer. Bed posts are of 2½-in. stock. Wardrobe with hanging rod and attractive varnished interior. Bed has wood side-rails. Bedding not included. Buy on Easy Terms, See Page 43. Shipped from factory in Memphis, Tenn.

Territo, Dee 1 age 10.	Diripped	110111 100001 3 211 212	on print,	T C1444.
	Top Sizes		Shpg.Wt.,	Sale Price
Vanity, Ht., 69 in	40x16 in.	14x28 in.		
5		Sides, 6x24 in.	[100 lbs.]	\$12.95
Chest, Ht., 461/2 in	28x15 ½in.			
Poster Bed. 54-in			86 lbs.	9.95
Dresser, Ht., 72 in	36x18 in.	14x24 in.	102 lbs.	
Wardrobe, Ht., 62 in.,	30x17 in.		110 lbs.	9.95
Vanity Bench	18½ x12in.	Green Damask Seat	9 lbs.	2.45
3-Piece Suite-Vanity, Bed, and	I choice of CI	nest or Wardrobe	277 lbs.	29.98



### A Smashing Value for This Sale

Truly amazing! A 3-piece Bedroom suite for only \$22.98. You get far more than your Dollars worth in these pieces. Richly decorated with half-turnings and deeply cut lines filled with gold color enamel. All hardwood construction; 3-ply ends. Two-tone walnut finish. Top edges are molded. Gracefully turned legs and mirror standards. Band sawed rails. Metal drawer pulls. All pieces equipped with casters. Vanity has one full length drawer. Popular style bed with turned fillers; is equipped with wood siderails. Bedding not included. Buy it on Easy Payments, see Page 43.

Shipped from factory in Memphis, Tenn.

1 XM 4318	Top Sizes	Mirror	Shpg. Wt.	Sale Price
Vanity, Ht., 67 in.		14x24 in.	86 lbs.	\$10.45
Chest. Ht., 47 in.	28x15½ in.		91 lbs.	7.95
Bed, 54-in. width			65 lbs.	5.95
Vanity Bench	21x14 in.		9 lbs.	1.75
3-Piece Suite: Chest	t, Vanity and	l Bed	242 lbs.	22.98

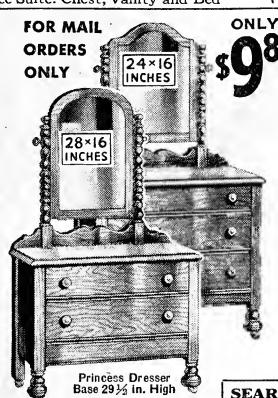


# CHESTS..in Choice of Five Sizes

Right up the line—from the smallest to the largest—big bargains. Made to the same high principles of construction; hardwood with heavy posts and corner braces. Highly grained walnut finish. Casters. Shipped from factory in Memphis, Tenn.

### 1 XM 4722—State size.

I AITI	4/24	Stat	C SIZC.
Height	Top Sizes	Shpg. Wt.	Sale Price
	DRAWERS 28x16 in.	80 lbs.	\$ 6.48
BFIVE D	RAWERS 28x16 in.	90 lbs.	8.48
FIVE D Fancy l 46-in.	RAWERS Ball feet. 34x19 in.	110 lbs.	9.48
DFIVE D	RAWERS Ball feet.		
molded fra	posts and me.   34x19 in.		10.98
EFIVE D	RAWERS Ball feet.   40x19 in.	125 lbs	12.08
70-111.	1 40A13 III.	1170 103	1 12.70



For a 36-in.
Dresser!

Prices go up Feb. 28!
Your choice of two
styles—both made to
high standards—both
worth ½ more in ANY
store. Solid hardwood
tops and fronts, 3-ply
ends. Well braced and
reinforced. Hardwood
throughout, walnut finish. Heavy Ball Feet.
Spool type mirror
standards. Tops, 36x
18 in. Clear glass mirrors. Shipped from factory
in Memphis, Tenn.

1 XM 4415—Prin-

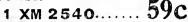
1 XM 4415—Princess Dresser. Two drawers. Ht., 66 in. Mirror, 16x28 in. Shpg. wt..

wt., \$10.98 1 XM 4416 Dresser. Three drawers. Ht., 69 in. Mirror, 16x24 in. Shpg. wt., 110 lbs. \$9.88

SEARS KCMN 61

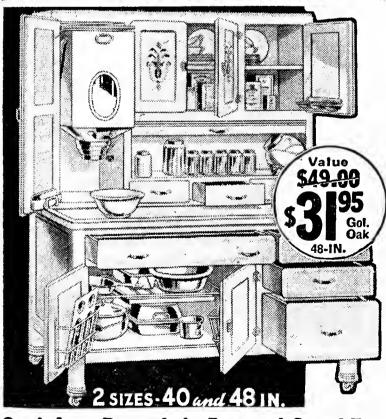
### **Price Speaks** For Itself

Here is a bargain that Va smashes all price records of the season! Made of unpainted cabinetwood and will finish nicely to match other furniture. More solid and heavy than skimpy hardwood chairs. So smoothly sanded anyone can do an expert job of finishing. Heavy legs and stretchers. Large seat, 15x15 in. Ht., of back, 17½ in. Base taken apart, easily set up. Shpg. wt., 9 lbs.









### Stainless Porcelain Enamel Steel Top

Removable bread board, food chopper block. Dust-proof roll curtain. Eight-piece glassware set. Nickeled hardware. Ht., 72 in.; depth, 25 in. 40-in. size has only two drawers in top section. Antproof casters. Oak finished golden or hard-wood in enamels—White, Green or Green with Ivory doors and drawers. Articles shown but not mentioned not included. 40-inch size shipped from factory in Bloomington, Ind. 48-in. shipped from factory in Memphis, Tenn. Shpg. wts., 185 and 300 lbs. State color.

62 ° SEARS

40-in. 48-in. 1 XM 21951—Gol. Oak. \$26.85 \$31.95 1 XM 21952—Enamel Fin. 27.75 34.75



Here is the bargain sensation of our last midsummer sale—repeated at the same low price—so that thousands more can make this great saving! Remember, it's Sears quality cabinetwood, heavy, really substantial furniture. Smoothly

sanded, ready for your brush.

TABLE—Drop-leaf style. Gracefully shaped leaves have triple hinges and knuckle joints to insure close fit. Rigidly constructed. Top measures, 36x22

in.; opens to 42x36 in.

-Cathedral type with shaped top rail and bannister. Extra heavy legs and stretcher braces. Seat, 13%x14% in. Full 1¼ in. thick. Ht.



Made from selected cabinetwoods in lustrous enamel finishes. Smart Cathedral type panel-back chairs. Shaped table leaves triple hinged have tight fitting knuckle joints. Choice of Forest Green trimmed with Cream Ivory or Cream Ivory trimmed with Forest Green. Table top, 36x22 in.; opens to 42x36 in. Chair seats, 15%x14% in., Ht., of backs from seats, 17½ in. Chairs shipped set up, table with legs and leaves off; easily put on. Shipped from factory in Memphis, Tenn. or Kansas City, Mo.

1 XM 2597	Shpg. Wt.	Green Trimmed With Ivory	Ivory Trimmed With Green
Table only	9 lbs.	\$4.98 1.60 9.48	\$5.08 1.65 9.78

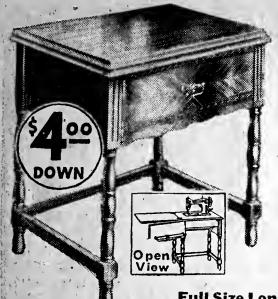


# A Challenge Bargain

White porcelain enamel working space slides out to 40x14 in., 25-lb. tilting flour bin; built in sifter. Rolling curtain. Metal lined bread drawer with sliding top. Roomy pan compartment; sliding wire shelf and rack for lids. Four-piece glassware set. All hardwood construction. Nickel plated hardware. COLORS: Golden finish or enameled white, or Green with Ivory doors and drawers, and Ivory with Green doors and drawers. Shipped from factory in Memphis, Tenn. Shpg. wt. 135 lbs.

1 XM 21111—Golden Finish.....

1 XM 21112—Enamel. State color .. \$15.60



Was

Minnesota Console Electric

**Full Size Long Shuttle Head Nationally Famous Quality** 

Made by a leading sewing machine manufacturer-

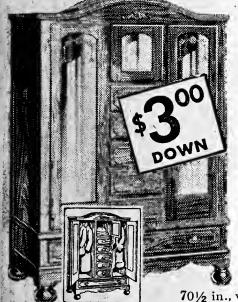
For Easy Payments, Use Easy Payment Side of Order Blank Enclosed.



### Portable Electric

Same sewing head and motor as above. Solid walnut base, 21x91/4 in.; rubberized cover. Foot control. For 32-volt motor send \$2 

\$19.95 Easy Payment Price.... \$22.45 TERMS: \$3 Down; \$4 a Month. Use Easy Payment Side of Order Blank.



### Full Width Drawer at **Bottom**

•Two deep wardrobe compartments for hanging clothes full length, 51 in. hanger to from floor.

•Five deep center

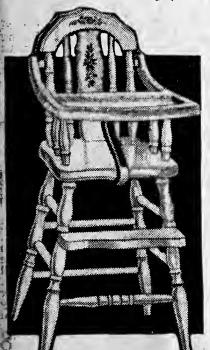
drawers.

Big hat compartment.

Etched door mirrors, 40x8 in. Hat box mirror, 101/4x8 in. Hardwood throughout in walnut finish, 3-ply panels; cut-in design on drawers. Attractive canopy top. Heavy ball feet. No space wasted. Overall ht., 70½ in., width, 43 in.; depth, 21½ im. Locks on all doors. Glue

blocked full frame construction. Hanger rods and 4 hangers. Shipped from factory in Memphis, Tenn.

XM 4789—As shown 160 lbs. \$21.85 \$24.35 1 XM 4781—Wood Doors; hat compartment mirror only. 1 137 lbs. 1 19.951 22.45 Terms: \$3 Down; \$4 a Month. Use Easy Payment Side of Order Blank. Cedar linings \$2.50 extra for each compartment.



# 28 Now 3

Sturdy hardwood shaded enamels. Swinging tray with sa fety strap Ht., 39 in. Seat, 14 1/4 x 13. in. Set up in carton. Not Mailable.

COLORS: Ivory or Light Green. State color.

Shpg. wt., 16 lbs. \$3.38 Similar to above in unpainted cabinetwood. Saddle seat,  $14\frac{3}{4}$ x $13\frac{1}{2}$ in. Overall ht., 41½ in. Shipped with legs off; easily set up. Mailable.

Shpg. wt., 14 lbs. 1 X 278.....\$1.69 Aluminum tray to fit above chairs 69c extra.

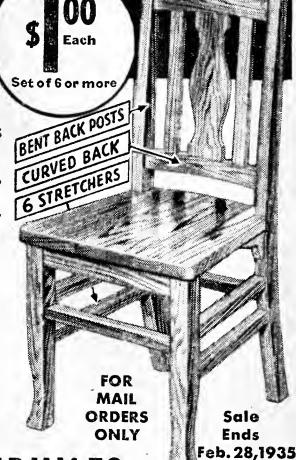
### Buy a Whole Set of Dining Room Chairs While Sale Priced!

200 Quality

- Heavy solid Oak from top to bottom.
- Extra metal bracket reinforcement at back of seat.
- Back, comfortably curved.

Bought in trainload lots—that's Sears way! Priced to bring you savings of nearly HALF. Note the wide seat with its edges shaped for appearance. Delivered fully assembled in dull fumed finish (a walnut color) or shiny golden finish. Seat, 15x14 inches. Ht., 341/2 inches overall. Shpg. wt., 13 lbs. State finish.

Set of six or more, Each....\$1.00



WHY BUY A REBUILT?



**BRAND NEW** at less than a REBUILT! Only by mail-only at Sears-can you get this sensational bargain! Has all standard features.

Hand lift full size head, either

long shuttle or rotary type. Stitch regulator, automatic bobbin winder. Sews double lock-

stitch. Guaranteed.
Oak cabinet, finished golden.
Top closed, 34½x17 in.; open,
49½x17 in. Complete with full set of Greist attachments, accessories and instruction book. Shipped from factory near Chi-cago, Ill. Shpg. wt., 100 lbs. Cash Easy Pay't

1 XM 6116 Price Price Vibrator Head. \$22.95 \$25.45 Terms: \$3 Down; \$4 a Month 1 XM 6117

Rotary Head. \$29.85 \$32.85 Terms: \$3 Down; \$5 a Month.
Use Easy Payment Side of Order Blank.



Minnesota model "E" long shuttle sewing head with all standard features. Oak cabinet finished golden. Top size, 31 1/4 x16 1/2 in.; open, 45x161/2 in. Ht. 31 in. Complete with accessories and instruction book. Shipped from factory in Cleveland, Ohio. Shpg. wt., 90 lbs.

1 XM 6130



1 X 5937

### Nursery Specials Sale Priced

Everyone a bargain, to be sold at these prices only during this Midwinter Sale.

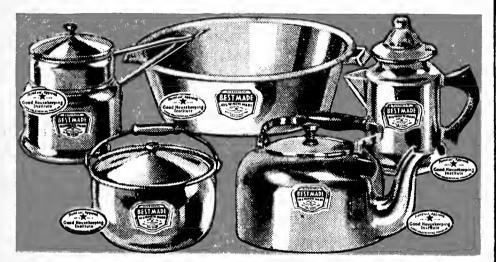
Full size 30x54 inch baby crib made of select hardwood in washable Ivory or Green enamel, or varnished maple finishes. Dainty decorated panels. Automatic drop side. Choice of comfortable coil spring or link wire spring. State color.





Approved by Good Housekeeping

Every price cut! Guaranteed to be equal in every respect to other high grade nationally known brands selling at much higher prices. Fitted with non-burnable knobs and handles. Quick heating satin finish bottoms, highly polished. Be sure to state size wanted.



DOUBLE BOILERS					
Cap., Qt.	Shpg. Wt.	Each			
		\$1.09 1.35			
Cap., Qt.	Shpg. Wt.	Each			
10 14	4 lbs. 4 lbs.	93c \$1.33			
TEA KE	TTLES				
Cap., Qt.	Shpg. Wt.	Each			
5 6½	2 lbs. 7 oz. 2 lbs. 10 oz.	\$1.89 2.25			
	Cap., Qt.  1 ½ 2  DISH Cap., Qt. 10 14  FEA KE Cap., Qt.	Cap., Qt.   Shpg. Wt.   3 lbs.   2 lbs.   7 oz.    DISH PANS   Cap., Qt.   Shpg. Wt.   10   4 lbs.   14 lbs.    FEA KETTLES   Cap., Qt.   Shpg. Wt.   5   2 lbs.   7 oz.			

PERCOLATORS							
	Cap. Cups,	Shipping Weight	Each				
11 X 2276	4	1 lb. 14 oz.	89c				
11 X 2278	6.	2 lbs. 8 oz.	\$1.25				
11 X 2281	9	2 lbs. 11 oz.	1.39				
11 X 2282	12	3 lbs. 2 oz.	1.69				
CO	NVE	X KETTLE	S				
	Cap.,	X KETTLE Shipping	1				
		X KETTLE	Each				
	Cap., qt.	X KETTLE Shipping Weight 2 lbs. 10 oz.	Each 72c				
	Cap., qt. 4	X KETTLE Shipping Weight	Each 72c \$1.08				
11 X 2211	Cap., qt. 4 6	X KETTLE Shipping Weight 2 lbs. 10 oz.	Each 72c				



knife. Heavy tinned body. Cuts clean—no tearing or mashing.

Large Family Size. Cap., 4 lbs. per min. Shpg. wt., 12 lbs. 8 oz. \$4.19

Extra Large Size. Cap., 5 lbs. per min. Shpg. wt.. 21 lbs. 5npg. wt.. 21 lbs. \$5.98

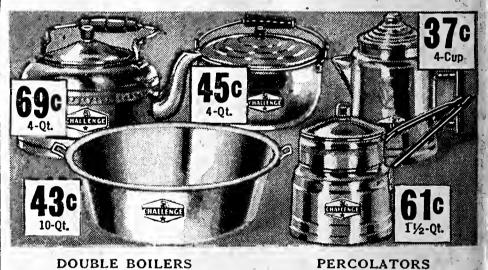
64 C **SEARS-ROEBUCK** 



		msui	es easy	ober	ation
		Hopper. In.			
11 X 2754—Small 11 X 2755—Medium 11 X 2756—Large 11 X 2757—Giant	2½ lbs. 3 lbs. 3½ lbs. 4 lbs.	2½ x3¼ 2¾ x3¾ 3½ x4¼ 3½ x4½	4 lbs. 5 lbs. 1 6 lbs. 8 lbs.	3 oz. 14 oz. 6 oz.	\$1.3 1.7 2.1 2.6

### CHALLENGE STANDARD ALUMINUM

Our Challenge brand Aluminumware is guaranteed perfect in material and workmanship. Take advantage of this great sale to stock up and replace worn out kitchen ware. This sale closes Feb. 28th. Remember these very low sale prices are for mail orders only. Be sure to state size wanted.



DOUBLE BOILERS						LATORS	3- 14
Cap., qt. Shpg. Wt.			*	•	Cap.,		Each
11 X 1015 1½ 2 lbs. 12 oz. 11 X 1015 2 3 lbs.	61c 79c	11	X	1024	1	2 lbs. 2 oz.	37c
DISH PANS				1024 1024	6	2 lbs. 4 oz. 2 lbs. 6 oz.	45c
Cap., qt.   Shpg. Wt.				1024		2 lbs.14 oz.	64c
11 X 023 10 3 lbs. 11 X 023 14 4 lbs.	43c 72c	_		CON		KETTLES	A
TEAKETTLES				•	Cap.,	Shipping Weight	Each
Cap., qt. Shpg. Wt.	Each			1044		2 lbs. 2 oz.	
11 X 1028 4 3 lbs. 8 oz. 11 X 1028 5 3 lbs. 11 oz.				1045 1046		2 lbs. 6 oz. 3 lbs. 6 oz.	
11 X 1028 5 3 lbs. 11 oz. 11 X 1028 6½ 3 lbs. 14 oz.	92c \$1.14			1047		3 lbs.10 oz.	

### BESTMADE Food and Meat Chopper

vegetables.

 Hardened steel knife and plates.

Our finest chopper. Heavily tinned, smooth, easy-to-clean body. Four-blade rotating knife cuts clean, no mashing or tearing. Juices follow food into dish. Chopper will not leak at back. Furnished with 3 hardened steel plates, coarse, medium, and fine. Long handle

1		L	
	PURITA		8
			1
Trains and Appro			
Good Houseker	ning)		
. 1			
	ű		
•	<b>6</b>	<b>3</b>	
			-

**Meat Chopper** 

Was \$3.98

weight, 10 lbs. 9 oz.

Approved by Good Housekeeping Family size. Cuts clean. Smooth, heavilytinned body, easy to clean. Reversible hard-

ened steel plate and knife. Capaci ity per minute, 31/2 lbs. Shipping

11 X 2685.....



### **Completely Padded** and Covered

Sells for as high as \$2.50. Think of getting these features for so low a price! Large ironing surface, about 14x54 inches, tight fitting muslin cover-padding will not wad. Stands firmly on

uneven floor. Made of warp-resisting wood. Height, 31 inches Shipping weight, 15 lbs. 11 X 05925...\$1.79 11 X 05924—Same as above, with smaller top, about 12x48 inches. Shpg. wt., 11 lbs....\$1.29



### No Finer Gasoline Iron Made

Do not confuse with irons selling at \$2.98 to \$3.98. Sears improved model has automatic self-cleaning needle ... makes generator last twice as long as usual. Lights instantly. Usually sells as high as \$5.95. Complete as illustrated. Shipping weight, 7 pounds pounds.

11 X 2869.....\$4.49 11 X 2865—MATCH LIGHT standard quality gasoline iron....\$2.69



EXTRA STRONG TOP RIM

Hook Handles

Top and Sides Corrugated for Extra Strength

### Washday Needs - Lower Prices

### **Dries Clothes Indoors**

Use it in the kitchen. . . in Use it in the kitchen. . . in the laundry. Folds into small space. Drying capacity, about 30 feet. About 5 feet high; about 2 feet long. Shipping weight, 9 lbs. 980

### Reduced from \$1.98

Easel type curtain stretcher with two braces...stands alone. Patented interlocking hinges prevent sagging. Brass nickeled pins, set 1/2 inches apart. Genuine Pondosa Pine. Extends to about 5x8 feet. Shipping weight, 9 lbs. \$159

### **Oval Willow Baskets**

Tightly woven willow. Strong handles won't pull out.

11 X 02020
Top, about 26½x16-in. Height, 10½ in. Shipning weight, 3 lbs......556 11 X 02021—Top, about 27x19-in, Height, 11 in. Ship-

ping weight, 3 lbs..... 69c 11 X 02022—Top, about 29x20-in. Height, 12 in. Shipping weight, 4 lbs......85c

### Mrs. Potts' Sadirons

These are the genuine. 5-pc. outfit! Three irons—4½, 3½, and 3½ lbs. Detachable handle and stand. Full pol-Japanned tops. Includes special polishing iron with round tip. Shipping weight, \$125 

### **Hardwood Clothespins**

### **Special Sale Bargain**

Spring pattern clothespins. Polished hardwood . . . galvanized 5-coil steel spring.

11 X 2844 Shipping weight, 72 for 220 1 lb. 12 oz..... 72 for 220 11 X 2846 Shipping weight, 144 for 430

### Was 49c - Reduced to 39c

Brass washboard Sears Sale offers you a board with rustproof brass rubbing surface! Strongly constructed ... set in a durable wood frame. 10x10½-inch rubbing surface. Shpg. wt., 3 lbs. 39c 11 X 02054.....





For Easy Emptying

LEAK-PROOF BOTTOM SEAMS

### Solid Copper Boiler

At Sears Sale Prices

Solid copper. Paneled bottom.

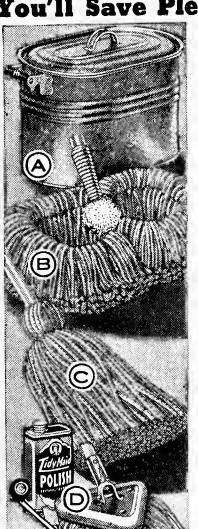
Sturdy corrugated copper sides; heavily tinned inside with pure block

Strong seamless tin cover.

A wonderful value—look at the features—then compare prices elsewhere-Notice the "cold" tub hook handles, triple riveted for super strength, the special lock seams; the extra heavy bar reinforced rim. Will give years of service. Just another example of saving at Sears. Shpg. wt., 13 lbs.

11 X 02044

### You'll Save Plenty on These Housewares Quality Galvanized Wash Boiler



Equal quality usually sells for as high as \$1.69. Heavy hot dipped galvanized steel with a strong double seam locked bottom! Has stationary wood hook handles. Galvanized cover. It's leakproof; rust-resisting! Capacity, 11 gallons. Shpg. wt., 13 lbs.

11 X 05955 .....

Best Quality Reversible Dust Mop

B Do not confuse with mops of similar size made of shoddy material. The mop we offer is made of thick, fluffy, washable, lint-proof new cotton yarn with about 10x17-inch spread. Flexible coil spring handle. Socket lends ease of cleaning. Lambs wool bumper—won't scratch furniture. Straddles chainand table legs—leaves no blind spots. Shpg. wt., 2 lbs. 306

11 X 06450.....

Handled Mops

Cotton string mops. Four foot handles. Good quality. Shipping weight, 2 lbs.

**New Large Oil Mop and Polish** An oil mop set to keep your floors spic and span! Includes a fine quality oil mop and a large 16-oz. can of mop polish. Mop head is long strand cotton yarn with 12-inch spread. The special cushioned frame protects your furniture. 48-inch enameled handle. Fine for cleaning in corners and around radiators. A brand new item...that's why the sale price means more! Shipping weight, 4 lbs. An oil кеер ус

### Self Wringing Mop—A Regular \$1.25 Value

11 X 06460.....

Turn the crank . . . wring the mop! Saves your hands from soiling and chapping. Simply turn the crank . . . the mop wrings dry instantly. Durable knitted fine quality cotton yarn head will long outlast ordinary mop heads... removable. Approved by Good House-keeping. Shipping weight, 2 lbs. keeping. Shipping weight, 11 X 0311.....

65 SEARS, ROEBUCK AND CO.



**Special Canning Cooker** 

Greatest pressure cooker value in our history. Imagine! a guaranteed cooker complete with canning rack at this price. Made of heavy cast aluminum with steam gauge, petcock, safety valve, easy locking ring, cool handle and knobs. Instructions included. Canning capacity 18 pts. 7 qts. 20 No. 2 cans, 11 No. 2½ cans, 10 No. 3 cans. Pressure canning is recommended by the government. ommended by the government. (Farmers bulletin 1471.)

11 X 05420 Shpg. wt., 31 lbs..... \$8.95

### Famous Kook-Kwick Pressure Cookers

Sears SALE PRICE

Cheaper meats made more tender. 1/3 the time . . . 1/4 the fuel. One burner cooks entire meal. Heavy cast aluminum. Complete as illustrated. Ring lock. Quicker and easier. Instructions included. All sizes recommended for canning. (9-qt. size has only 2 inset pans.) 40-qt. size has wing nut lock and wire basket, but no fixtures. 40-qt.

size shipped freight or express; other Canning Capacity

sizes manao	ıe.					_						
Catalog Number	Size Qt.	Diam., In.	Ht., In.	Shpg. Wt., Lbs.	New- Low Prices		rs	Cla Ja Pint	rs	1	in Car No.21/2	
11 X 05401 11 X 05402 11 X 05403 11 X 05404 11 X 05405 11 XM 05406	9 11 16 19 22 40	978 1034 12½ 1258 1334 14½	85/8 81/2 91/4 95/8 11 16	17 20 24 26 31 75	\$6.19 8.95 10.45 10.95 12.98 17.95	5 7 8 16 18 30	3 4 5 7 7 16	4 5 7 16 14 20	3 4 5 7 7 14	6 8 14 16 16 30	4 5 8 12 12 22	3 5 7 10 10 21

### SAVES TIME—FUEL—MONEY!

### BUY PRESSURE COOKERS ON EASY PAYMENTS. SEÉ PAGE 43



NEW! Sears Lead Again LABOR SAVING Extremely Low Price New type mop wringer and pail!

Upper Pedal

Wrings Mop

No home should be without one! Reduces drudgery of scrubbing and it costs so little! Simple to operate...
two pedal action.
Lower pedal opens
rollers for inserting
mop. Steel wringer
frame enameled
green... Wood rollers are 138x7 inches and 1%x81/4-inches. 12-qt. pail is galvan-ized... Wringer easily detached for emptying and filling.

11 X 06475 Shpg. weight 98c



**Every Price** 

is Lower!

**Beats Quickly** 

8-wing center drive double action. Nickel plated metal parts . . . enameled handle and knob.

11.X 2987 Shpg. wt., 21c



Steel cutters. Shpg. wt., 61c 1 lb. 1 oz. 61c 11 X 2510 Similar to above. Lighter weight. Shpg. wt., 22c

French Frier Make your own delicious doughnuts fritters french fried potatoes! Five quart blue por-celain enameled pan tinned wire bas-

11 X 1716 Shpg. wt., 5 lbs. 5 oz... 62c



**Rotary Sieve** 

Tinned steel fruit and vegetable press. Held securely in steel frame. 101/4-inch wooden roller.

11 X 2558 Shpg. wt., 37c



Genuine Puritan Brand. A tremendous value. 3-piece iron skillet set. Ground and polished. 6½, 8, 10½-in.

diameter. 11 X 2653 Shpg. wt., 12 lbs., 95C

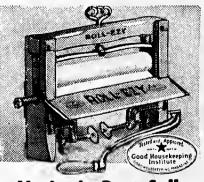
Genuine Puritan polished and ground cast ironware. 3-in. deep, diameter 10%-in.

Shpg. wt., 11 lbs. 8 oz... \$1.05

### Reduced from \$1.33

Genuine Puritan Brand. A bargain at this price. 5-qt. Dutch oven. Self basting cover. Polished and ground cast

11 X 0135\$1.05 Shpg. wt.,12 lbs.\$1.05

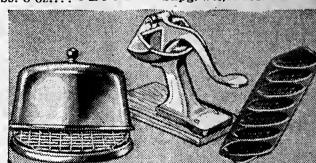


Nation's Best Seller

Nation's largest selling wringer! Approved \$1129 by Good Housekeeping Institute. Single adjusts roll

pressure. Especially designed for round tubs. Metal parts are rust-proof...hardwood frame. Easy to operate. Rolls 11 3 x 1 3-inches. Shipping weight.

11 x 05900....\$4.29



# Save on Kitchen Needs

Stove Top Ovenette. 10in. diam. steel base. Wire rack; mirror polished aluminum cover, 5% in. high. Permits you to roast or bake on top of stove. Shpg. wt. 4 lbs.

95c

Corn Bread Fruit Juicer. Pan. Good for all hot breads. Cast Heavy cast aluminum. iron; Size For oranges. lemons, etc. Ht., 8½ in. 13x51/2. in. Shpg. wt. Shpg. wt., 4 lbs. 10 oz. 11 X 2655 4 lbs.

11 X 2732 42c

### Reduced From 450 Vacuum clothes washer. Sucks

water and suds right thru the clothes! Rust-resisting tin...extra well made. Diam., 8 in. Without handle. Shipping weight, 2 lbs. 12 oz.

Lower Pedal

Opens Rollers

**66**<sub>3</sub> **SEARS-ROEBUCK** 

11X1083\$1.09



Banner Cast Aluminumware! PRICES SLASHED—FOR THIS SALE ONLY

Think of buying heavy cast aluminum at these low Prices! Each piece is a heavy solid casting ... without rivets or crevices to collect grease. Walls and bottoms are uniform thickness ... retain heat. Polished outside ... sun ray finish inside. Removable wooden handles. These utensils are especially recommended for waterless cooking ... the healthful way to prepare food.

weight, 4 lbs. 12 oz......\$1.39

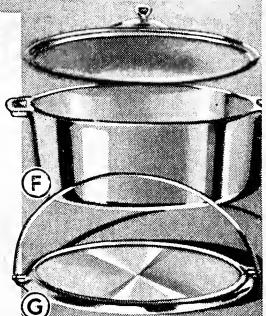
(B) 11 X 1333—Double fry or omelet pan. Each pan, 11 % in. Oval shape. Shpg. wt., 3 lbs. 7 oz..\$1.59

(C) 11 X 1386—12-cup coffee maker. Detachable base. Shipping weight, 6 lbs...... \$2.39

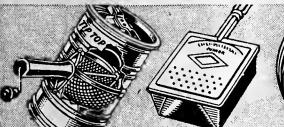
(A) 11 X 3401—10¼-in. skillet (E) 11 X 1388—Covered saucewith self basting cover. Shipping pans. For waterless cooking. Snug weight, 4 lbs. 12 oz......\$1.39

Cap.	Shpg. Wt.	Each
1-qt. 2-qt. 3-qt. 4-qt.	1 lb. 12 oz. 3 lbs. 5 oz. 4 lbs. 4 lbs. 7 oz.	\$0.69 .89 1.29 1.49

(F) 11 X 1350—Oval roaster. Self basting cover. 15x91/4x5-in. (D) 11 X 1385—Triplicate set Shipping weight, 8 lbs. 8 oz. \$2.29 for waterless cooking. Each pan 3-qt. Detachable handle. Shipping griddle and broiler. Diameter 13-in. weight, 11 lbs..........\$3.59 Shipping weight, 5 lbs. 10 oz...89c



### ALUMINUM ON EASY PAYMENTS——SEE PAGE 43



### Modern Sifter

Large; reversible -can sift and mix flour and cake ingredients repeatedly without removing from sifter. Shpg. wt., 2 lbs. 11 x 5026 59C Corn Popper

Heavy sheet iron. Perforated top for sifting. 7x9x2%-in. 3-qt. 11 X 2577 Shipping weight.

2 pounds 6 ounces. 21c

\$185



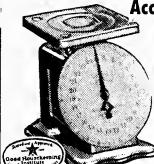
### **Tin Covers**

Six sizes, 9, 9½, 10, 10½, 11, and 11½, inches. Complete with

wire rack.
Shipping weight,
2 lbs. 9 oz.
11 x 25 9 4 29 C



Special Bargain! Never so low a price! Cap., 25 lbs. by oz. Green enameled steel body. Large platform. Not legal for use intrade. Shpg. wt., 4 lbs. 5 oz. 79c

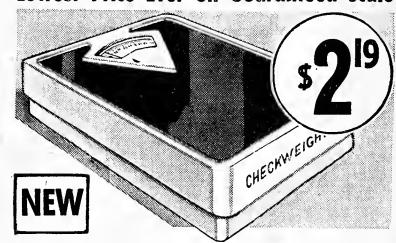


Accuracy—Quality at Big Savings

Weighs up to 25 lbs. by weighs up to 25 lbs. by ounces. Green enameled steel body. Slanting 6% in. dial; Large 6x6-in. platform; ht., 8 in. Shpg. wt., 4 lbs. 5 oz.

11 x 2795.89C 11 X 2794—Similar to above. Weighs up to 60 lbs. by 2 ounces. Gray enameled finish 7x7 in. platform; 38-in. dial. Shpg.wt., 7lbs. 15oz. \$2.45

### These Scales Not Legal For Use In Trade **Lowest Price Ever on Guaranteed Scale**



Guaranteed accurate—precision built—dependable health scale—at the lowest price we have ever offered. Easy reading dial weighs up to 250 lbs. Composition covered platform 8x10 in., stands 2% in. from the floor—low—seed platform 5x10 in. safe—will not tip. Steel body enameled green or white. State color. Shipping weight, 6 lbs. \$2.19

## **Chromium Plated Copper**

Always bright as new! Will not tarnish or stain . . . Chromium plated over solid copper . . . the lifetime netal! Tinned inside. Large size . . . 61/4-qt. capacity. Shpg. wt., 3 lbs. ....\$1.85



### **Priced to Sell Thousands**

Green enameled combinet with white tippling and black trim over heavy teel. Side handle for easy emptyng. Rubber bumper on handle.

11 X 0273—Capacity, 7½
1ts. Shipping weight, 4 lbs..... 51c

11 X 01276—Extra Large Size. No side handle.) Gray porcelain enam-led. Capacity, 10½ qts. Shipping weight, 5 lbs......82c

11 X 0262—Extra Large 10½-qt. Size. White porcelain enameled. (No side handle.) Shipping weight, 7 lbs. 87c



### Big Roaster Bargain

Oblong roaster . . . polished heavy blue steel. Drip back cover. Rounded corners. 11 X 4500—State size

Size 8x12x7-in. Shpg. wt., 3 lbs. 6 oz. 33c Size 9x14x7-in. Shpg. wt., 41bs. 8 oz. 43c Size 13x18x8-in. Shpg. wt., 5 lbs. 8 oz. . 53c



Single compound dump lever for Easy

bearing wheels. Sweeps any surface; hardwood floors

### Easily a \$5.50 Value

The new Kenmore Ball Bearing Kleen Sweep—Strictly a quality product!
• Chromium plated Hardware

Emptying. Extra heavy well made bristle brush. Frictionless dust proof, lint proof ball-

or long pile rugs. • Rubber corner bumpers protect furniture. Walnut or ebony finish. State finish wanted. Shog. wt., 7 lbs. \$3.79 \$3.79

# Outstanding GLASHAKE Values



Cook and serve in the same dish! 9-pc. set includes 4-purpose casserole with cover, and six 4-oz. custard cups with rack. 4-purpose casserole can be used as: (1) Caswith rack. 4-purpose casserole can be used as: (1) Casserole, (2) Open baker, (3) Pie plate, (4) 2-unit baker. Custard cups are held in convenient tinned wire rack. Guaranteed not to crack Saves individual handling. from oven heat.

11 X 4982—9-pc. set. Shpg. wt., 5 lbs. \$1.00 11 X 4983—6 Custard cups and rack only. Shipping

weight 2 lbs. 14 oz......33c
11 X 2112—Casserole
only. Shpg. wt., 5 lbs. 2 oz. 79c **SEARS** 

# Yes! \$5985 CASH

# If You Buy Before March 1st GASOLINE WASHER

# With 4-Cycle Briggs & Stratton Engine

Why go on toiling over a wash board or operating an old hand washer, simply because your home does not have electricity. Right now, for only \$59.85, you can get a WATER WITCH GASOLINE ENGINE WASHER which is exactly like an electric in every way, with the same Speed, the same Efficiency and the same Gentle Washing Action. It is equipped with the simplest arrest limits. Washing Action. It is equipped with the simplest, surest little engine ever built, specially designed for women. Turn a switch, step on the foot pedal and it's going. Why delay? This special sale price DEMANDS IMMEDIATE ACTION. Send in your order NOW! You can buy on Easy Payments. For Mail Orders Only!

- Newest ½ H.P. Briggs & Stratton 4-Cycle Air-cooled engine. Lubricated by one oil-pump. Only 5c to do a big wash.
- High-Speed tub, porcelain enamel inside and out. Easily washes a full 40 pounds of dry clothes per hour.
- Triple Vane Gyrator, same as on all highest price washers. Washes tubful in 5 to 7 minutes.
- Pressure-cleansing cadmium-plated wringer with 2-inch semi-balloon rolls; instant safety release; reversible drain and six position adjustments.
- Two-tone green finish. Porcelain enameled tub is dark green with Ivory Stipple. Tub cover and base in Green Lacquer.
- Sturdy construction. Note the extra base width.
- All gears are noiseless because they are machine cut and fully enclosed for absolute safety.

22 XM 3024—Water Witch Gasoline Washer Cash Sale Price ..... 

EASY PAYMENTS: \$5 down, \$6 a month. Use easy payment side of order blank enclosed. Shipped from Dallas or Houston. Mail order direct to the city nearer you. Shpg. wt., 205 lbs.

# ELECTRIC \$3285 CASH

Another all-time low price. Was \$38.60. Exactly like the gasoline model in every way except it has a ¼ H.P. electric motor. Shpg. wt., 180 lbs.

For 110 to 120 volt A. C. 25, 50 or 60 cycles. For other currents add \$4. State current.

For easy payments use easy payment side of order blank enclosed. Shipped from Dallas or Houston. Mail order to the city nearer you.





If ever an announcement was PACKED WITH NEWS, it is this offer of a De Luxe kerosene range with so many EXT actuall compares in Quality, Speed and Efficiency with many ranges at twice the price.

- Fully insulated oven, a layer of asbestos on top and all four sides. Means better baking, lower cost.
- Entire oven interior (except top) is porcelain enameled. Sanitary. Permanently rust-proof.
- Strong as a gas range. Very finest materials on all parts that rust or wear. Tank is solid brass. Inner burner tubes of lifetime chromesteel: Unbreakable valve handles
- Big, 6 hole, fuel-saving duplex cooking top. Removable.

SIZE: Fits space 48x24 in. Height to cook top, 31½ in. Cook top, 28x19¾ in. Oven, 18¾ in. deep, 14 in. wide, 12 in. high. Only 2c to cook a big meal.

BEAUTIFUL COLORS: Green Porcelain Enameled back splasher, oven side splasher, oven door, shelf bracket and all burner chimneys. Front section under burners, legs and top guard are Green Lacquered. Other parts black. Patented 2-way fuel gauge.

Shipped from Dallas or Houston. Mail order direct to the city nearer you. Shpg. wt., 160 lbs.

22 XM 1212 Cash Sale Price..... \$30.85 Easy Payment Price ..... \$33.95

EASY PAYMENTS: \$4 down, \$5 month. Use easy payment side of order 22 X 2740—Lighting rings. Shog

wt., 12 oz. Per dozen....



SEARS-ROEBUCK

68

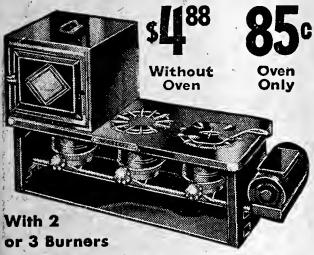
# These Prices for Mail Orders Only



### 3-Burner Hi-Leg Model

- Burns common kerosene. Odorless.
  Only 2 cents to cook a big meal.
  Smooth, bright black japan finish, with green lacquered back shelf.
- Big 2-burner blue steel baking oven.

Cooking top, 31x12¼ in. Height to cook top, 31¼ in. Oven, 18x11x12 in. inside. Ship ped from Dallas or Houston. Mail order direct to the one nearer you.

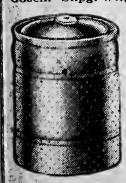


- Lights easily. Clean and odorless. Finished in glistening black japan. Burns common kerosene at low cost. Blue steel oven, 10% x10x91/4 inside. Carry anywhere. Has 5-pint metal tank.

Choice of two sizes, 2 or 3 burners. Both are 10 in. high. 3-burner size has cook top, 31x12¼ in. Shpg. wt., 29 lbs. 2-burner size has cook top, 21x12¼ in. Shpg. wt., 22 lbs. Oven, 7 lbs. Shipped from Dallas or Houston. Mail order direct to the one pearer year. order direct to the one nearer you.

Mailable. 2-Burner Size 22 X 1250—Stove without oven. \$3.68 22 X 1251—Stove with oven. . . . 4.53

3-Burner Size 



# Now Only 390

A specially reduced price on real chrome-steel burner tubes to fit 4 and 5 burner E-Z-est WAYS only. Sears tubes last 3 to 5 times longer than ordinary steel tubes. Short we 12 by steel tubes. Shpg. wt., 1 lb.

State number of stove.



# TABLE-TOP Autogas

### Full Porcelain Enameled Inside and Out

\$10 to \$20 Under Today's Market. This is absolutely the FIRST TIME you have ever seen a Full Size, All Porcelain Enameled, "inside and out," Table-Top Gasoline Range at a price like this. We assure you that the range was NOT specially built to make this price. Nowhere has the quality been cheapened. Just see that list of features below. Note that it includes Instant Lighting, Porcelain Enameled Oven Interior, a Concealed Tank. And we also include a guarantee of PERFECT service—the cleanest, fastest, easiest cooking you ever enjoyed. Just like a gas range. For use anywhere as it requires no pipes or connections. Burns common gasoline at a cost of only about 3c for a big meal—30c to 40c per week. After March 1st the price goes up.

- Instant lighting at any burner.
- Newest Automatic fuel control.
- Colorful, glistening finish. parts are light Green with Ivory Stipple. Oven top and sides Dark Marbleized Green.
- Absolutely safe! Listed "Class A" by Underwriters Laboratories.
- Concealed, built-in brass tank.
- Pendant Bakelite Door Handles.
- Oversize oven and broiler, both with sanitary porcelain enamel inside finish. • Heat indicator in oven door.
- Real chrome-steel generator.
- Oven top and doors fully insulated with genuine mineral wool.
- Big storage space for pans.

A SENSATION! Only 20 Carloads at This Price



With Blue Burners Sale Closes and Black Trim Feb. 28, 1935

Order Early! There'll Be No More When These Are Gone

From \$30.95 down to \$18.85 in the short space of one year. That's the way Sears have been reducing oil stove prices. In spite of the low price, this is a splendid stove. It is attractively designed and equipped with five giant hi-speed burners.

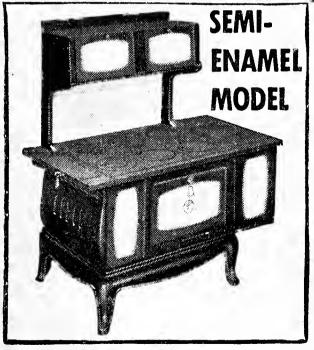
Made of heavy pressed steel. The oven is big and roomy with rust-resisting zinc finish inside. Heat indicator in door. Removable cook top grates. Oven door, both splashers and all burner chimneys are porcelain enameled.

BIG SIZE: 3-Hole cook top, 28x18¾ in. without shelf. Height to cook top, 31½ in. Oven, 18¾x14x12 in. Shipped from Dallas or Houston. Mail order direct to the one nearer you. Shpg. wt., 150 lbs.

SEARS-ROEBUCK

69





In spite of the low price, these ranges signing. The firebox is big and the flues are perfectly adapted to it. The entire oven is of cast iron (no steel). Your baking will be better than ever.

represent the last word in scientific de-

### THESE LOW PRICES FOR MAIL ORDERS ONLY

# Much Better Cooking at Lower Cost

A new model that is offered at this special introductory price for our mail order customers only. If you want sturdy cast iron construction, quick heat and perfect baking at the lowest possible price then here's your range. This beautiful new model brings you features that ordinarily only ranges in the \$60 class possess—an everlasting Green and Ivory finish that you can always keep spotless—a glass-smooth polished cooking top, completely removable, with one sectional lid and one anti-scorch lid—a heavy cast iron firebox with reversible duplex grate, burns either coal or wood—a big 20-qt. hot water reservoir of rust-proof copper—a big roomy warming closet—a handy pouch fuel door over firebox—and an accurate oven heat indicator.

MEASUREMENTS: Oven, 17x16x11 in. Cooking top, 33\frac{1}{4}x24 in. without reservoir. Height to cooking top, 31 in. Firebox 15\(\frac{3}{4}\)x8\(\frac{1}{2}\)x9\(\frac{1}{2}\) in. 8-inch lids; and takes 18-inch wood; 7-inch stovepipe.

### **FULL ENAMELED MODEL**

Catalog Number	Style	Shpg. Wt.	Cash Price	Easy Paym't Price	Terms
22 XM 5018	With Reservoir	415 lbs.	\$44.95	\$49.45	\$5 down and
22 XM 5019	Without Reservoir	375 lbs.	42.95	47.25	\$5 a Month

### SEMI-ENAMELED MODEL

See small illustration at left. Just like the all-enamel model except as follows: (1) only the white parts are porcelain enameled (2) cooking top is plain black instead of polished (3) reservoir is galvanized iron instead of copper-

Catalog Number	Style	Shpg. Wt.	Cash Price	Easy Paym't Price	Terms
22 XM 5016	With Reservoir	410 lbs.	\$34.95	\$38.45	\$4 down and
22 XM 5017	Without Reservoir	370 lbs.	32.95	36.25	\$5 a month

Use Easy Payment Side of Order Blank Enclosed. Shipment will be made from Dallas or Houston, Texas, whichever is nearer you. Mail order to Dallas or Hous 22 XM 2657—Waterfront to heat boiler. (Shpg. wt., 30 lbs.).... Mail order to Dallas or Houston.



# SUP CONTINUE CONTINUE

ACTUAL

**ADMIT** ULTRA VIOLET RAYS

# GLASS SUN-RAY GLASS and VITO-FABRIC Increase Profits



# The Best Product of Its Kind Better Than Glass—Costs Less

★ Tough, transparent, flexible fabric.

Admits health-giving ultra violet rays. Reinforced with 14-mesh galvanized steel wire.

★ Endorsed by foremost agricultural authorities.

Sears Big Sale brings tremendous savings in SUN-RAY Glass. It costs mighty little now to produce bigger chicks, get more eggs from the same feed, HELPS POULTRY RESIST DISEASE. Have larger, faster-growing plants! Easy to put up—scissors and hammer the only tools needed. Guaranteed best product of its kind on the market. Width, 36 in.

·.	Lgth.	Roll Sq. Ft.	Shpg. Wt.	Sale Price
99 X 8820 99 X 8821 99 X 8822 99 X 8824	10 ft. 20 ft.	30 60	6 oz. 5 lbs. 9 lbs. 42 lbs.	\$ 3.35 6.59 29.95



SUN RAY Glass Chick



Ordinary Glass Chick





SUN RAY Glass Plant









# A Low-Priced Glass Substitute at Still Greater Savings!

\* Admits health-giving, growth-promoting ultra violet rays.

\* Made from specially treated fabric.

★ Diffuses light rays to darkest corners of poultry houses. Shuts out cold and rain.

\* Easy to cut with ordinary scissors.

At Sears special prices you can equip your poultry houses with this best-of-all double treated cloth glass substitute for MUCH LESS THAN FORMERLY. Your fowls will get more ultra-violet rays, up goes egg production—down go losses from sickly underdeveloped poultry! Works like magic on plants in hot beds. NOW IS THE TIME TO INSTALL VITO-FABRIC! You save on every foot. Width, about 36 in.

	Roll Lgth.	Roll Sq. Ft.	Shpg. Wt.	Price
99 X 8810 99 X 8811 99 X 8812 99 X 8813 99 X 8814	10 ft. 20 ft.	30 60 150 300	4 oz. 2 lbs. 3 lbs. 7 lbs. 15 lbs.	6c \$0.57 1.10 2.49 4.75

# Headquarters for MODERN DAIRY SUPPLIES



# MODERN DAIRYMAN Sanitary Milk Cans

975 \* Heavy gauge steel, dipped in pure straits tin; sanitary soldered. Leakproof. And Up \* Heavy seamless neck and breast.

Meet sanitary requirements of all state laws. Prices usually from 50c to 75c higher. Diam., neck, 5-gal., 61/8 in.; 8 and 10-gal., 71/4 in. Standard weight.

Shpg.	99 X	8850	99 X 83	<b>B51</b> — With Type Cover
Wt.	With Plug	Type Cover	Umbrella	
13 lbs. 18 lbs. 19 lbs.	5 gal. 8 gal. 10 gal.		8 gal.	3.85

#### MODERN DAIRYMAN

#### Perfect Seal Milk Bottle Capper

★ Made of steel and brass, chromium plated, highly polished.
 ★ Simple mechanism—no springs.
 ★ Complies with all new dairy laws.



#### Bargain Milk Pails

IX bright coke tin plate. Inside seams smoothly soldered. Raised bottom. Wire bail. Cap., 12 bail. Cap., 12 qts. Shpg. wt., 3 lbs.

99 X 8940

Each.....29c

#### MODERN DAIRYMAN Sanitary Soldered Dairy Pails

All seams smoothly soldered. Will outwear three of the regular IX coke kind. Capacity, 12 qts. Shpg.

wt., 3 lbs. 99 X 8950..54c



Bargain In Quality Milk Bottle Caps ★ Standard No. 2 size. ★ White spruceboard, paraffined both sides.

Regular caps are .035 in. thick, pull caps .040 in. thick. Tube of 500 specially designed for use in capping machine. Shpg. wt., 500, 1 lb. 8 oz.; 2,000, 4 lbs. 8 oz. SAVE MONEY AT THESE LOW SEARS SALE PRICES!

DOTT DEFITED DE	1010 1 111 0 15 0 1	
Unprinted	Regular Caps	Tab Pull Caps
Tube of 500 Package of 2,000.		9 X 9070   \$0.27 9 X 9071   1.05

#### BLUE RIBBON Cream Separator 🤝 With 3 Glass Gauges



Inexpensive, efficient, easy to use. Simply add cold water or ice; separates in 3 to 4 to 4 to 4 to 4 to allows milk to be drawn of the fore cream reaches faucet. Combefore cream reaches faucet. Complete with instructions. Shpg. wt., 13 lbs.

99 X 8895 10-gal.....\$2.95 ...99 X 8895—14-gal. 4.00 Shpg. wt. 15 lbs.....

**ELGIN Metal Churn** Makes butter in 8 to 10 minutes.



3X1A charcoal tin plate can. 4-blade hard maple re-2-GAL. movable dasher. Makes that good

grade of granular butter. Gears, wheel and top castings accurately fitted. Turns easy. With directions.

99 X 8915—2-gal. Shpg. wt., 10 lbs...\$3.00 99 X 8915—3-gal. Shpg. wt., 14 lbs...\$3.80

#### **ELGIN Glass Butter Churn** Churns—Mixes—Whips



Runs easy. A good mixer and whipper. Makes granular grade of butter, in 5 minutes. 2-QT. Hard maple 4-blade dasher imparts no metallic taste. Wide mouth clear glass jar. Easily cleaned. Perforated cap in top. Shpg. wts., 2-qt., 5 lbs. 4 oz.; 4-qt., 8 lbs.; 6-qt., 9 lbs.; 8-qt.,

9 X 8905—2-qt.... \$1.19 99 X 8906—4-qt.... 2.10 99 X-8906—6-qt.... 2.48 99 X 8906—8-qt.... 3.15

# No Kick COW Hobble

First time at this low price. Best quality manila rope. Large steel clamps. Shipping weight, 2 lbs. 4 oz.

9 X 9133—For small 39c or medium size cows.....

9 X 9134 For large cows.....



Milking Stool

All steel, electrically welded. Gray enameled. Height, 11½ in. Shipping weight, 2 lbs. 8 oz. 9 X 9107...59c

Note All Dairy

Supplies on this page are shipped from Dallas or Houston, whichever is nearer you.

Special



#### **Strainer Discs**

Big saving. Made from selected cotton. Made Insure clean milk and cream. Size, 6 inch. Shipping weight, 12 ounces.

9 X 8985 100 for .....19c



Malleable iron frame and handles. ★ Heat treated tool steel blued blades

special low price for this sale. Length over all, 37½ in.

99 X 9150—No. 2. Medium size: 3x3in. opening. Shpg. wt.,

\$2.69

\$2.69 3.69

7.1 SEARS-ROEBUCK



# **Our Highest Quality Rope at** the Lowest Prices in Our History!

★ 100% pure manila. Water-proof treated. ★ GUARANTEED to test up to 20% stronger than any other rope at this price.

S-T-R-E-N-G-T-H! L-O-N-G S-E-R-V-I-C-E! That's what you want in rope! That's what you get with Sears HY-TEST. Exceeds by a wide margin U. S. Government breaking strain specifications for strictly No. 1 Quality Rope. It gives you that extra margin of safety obtainable only at Sears at this price. HY-TEST rope is properly "laid" for greater strength and exceptionally long wear and is waterproofed with oil and waxes to prevent mildew and rotting. Wet or dry, always flexible, easily handled. Shipped from Dallas or Houston, whichever is nearer you. Send order to city nearer you.

99 X 7600—Can be furnished in continuous lengths up to 1200 ft.

Size,	Breaking S	Strain, Lbs.	Shpg. 🛭	Des	
Size,	U. S.	HY-TEST	Wt100	Lei	100 Ft
In.	Govt.	A۷.	Ft. Lbs.	1. E.	
3/16	450	540	2	Mic	\$0.22
1/4	600	730	3	3/100	.23
3/8	1350	1650	5	%10c	49
1/2	2650	3233	8	9/100	.75
5/8	4000	4500	14	1 3/4 c	1.55
3/4	5400	6590	17	2 c	1.59
13/16	6500	7040	20	2 1/2 c	2.20
7/8	7000	8205	22	2¾ c	2/30
1	9000	10627	28	3 1/2 c	3.20
	<del> </del>				224



True Tempered Steel Laid Blades **Highest Type Construction!** 

Sharp cutters! Sharply reduced! They'll hold their keen edges Sharp cutters: Snarply reduced: They it hold their keen edges and cut all types of cloth with wonderful smoothness. Straight handle shears are full nickel plated. Bent handle shears for cutting around patterns on flat surfaces have nickeled blades and black ja-

Lgth., Shpg. Wt. Handles In. Wt. Handles Handles Soz. 7 9 X 9733 59c
In. Wt. 11andies 5 5 5 0 V 9733 59c



Steel Shears Real value! Hot forged solid steel. Full nickel plated. For general home use. Lgth., 7 in. Shpg. wt., 4 oz.

9 X 9743......29c

Bent Handle For cutting material flat on table. Nickel plated solid steel. Lgth., 8 in. First time at this price!

Shpg. wt., 7 oz. 9 X 9747..54c

<u>PRO-TEX</u> Hardware C

Reg. U.S. Pat. Off.
99 XM 6800—SAVE NOW on this material of a hundred uses! For ratproofing, for poultry yard floors, window and tree guards, etc. Full gauge heavy steel wire, uniformly woven and galvanized with pure zinc after weaving. State mesh size, wire gauge, width and length. Shipped from Dallas or Houston, whichever is nearest you.

Mesh In.	Gauge Wire	Width In.	Shpg.Wt. Lbs.100- Ft. Rolls	Price Per Ft.	Price, Per 25- Ft. Roll	Price, Per 50- Ft. Roll	Price, Per 100- Ft. Roll
1/4	23	24 30 36	38 50 86	10c 12½ c 15c	\$2.35 2.90 3.50	\$4.50 5.65 6.75	\$8.60 10.75 12.90
1/3	21	24 30 36	53 78 88	9½c 11½c 14¼c	2.25 2.80 3.35	4.30 5.40 6.45	8.20 10.25 12.30
1/2	19	24 30 36	32 69 82	8½ c 10½ c 12¾ c	1.95 2.40 2.90	3.70 4.60 5.55	7.00 8.75 10.50

#### STRONGHEART PLOW STEEL WIRE ROPE WIRE ROPE

Meets every U. S. Bureau of Standards requirement for size, weight and strength. Toughest, strongest, safest rope for stump pulling, logging, hoisting—for derricks, steam shovels, hitches and tow lines. Sale Prices offer Big Savings. Shipped from Kansas City.

99 X 7960—Metal band prevents unraveling. State size and length wanted.

Size,	Diam. of Drum	Work- ing Load.	Break- ing Strain,	Wt., 100 Ft.,	Per Ft.	100 Ft.
	Advised	Lbs.	Lbs.	Lbs.	1.0.	
1/4	12 in.	1,060	5,300	12	31/2 c	\$ 3.35
5/16		1,520	7,600	18	41/2 c	4.10
3/8	18 in.	2,300	11,500	24	6/4c	5.65
1/2	24 in. 30 in.	4,000	20,000 31,000	39 60	71/2C	6.95 9.90
5/8 3/4 7/8	36 in.	6,200 9,200	46,000		1034 c 1334 c	12.80
7/8	42 in.	11,600	58,000		18½c	16.90
1	48 in.	15,200	76,000	151	201/4 c	18.50

# LION PADLOCK

Nothing like it before at this low price. 1½-inch one piece rustless body. 5-tumbler cylinder. 2 keys. Shog. wt., 6 oz. 9 X 5852....

## A 3-PIECE SET **Every Woman Should Own!**

Here's a bargain! 31/2-in. embroidery scissors, 6-in. all purpose scissors and 8-in. general household shears. Forged steel. Fully nickeled. Keen cutting well adjusted blades. Shpg. wt., 8 oz.

9 X 9778.....89c



# 2 KNIVES for 330

#### BRITE BLADE Stainless Cutlery

Brightly polished. Green, Onyx or Ivory color handles of noninflammable catalin. Metal bolsters. State color. Shpg. wt., 8 oz.

9 X 9678—Set of 2 knives 

# \$1.25 Value

# 2 KNIVES for 6

# STA-SHARP

Stainless Cutlery

Stainless Cutlery

Tarnish Mirror polished. Tarnish-proof, rustproof. Non-inflamma-ble solid molded modernistic handles, "Old Ivory" or "Jet Black" color. State color. Shpg.

#### BARGAINS IN STA-SHARP KNIVES!

See what you save! Keen edged, tempered blades made of special analysis steel. Shpg. wt., each, 4 oz.



# STA-SHARP Heavy Duty Jack Knife

For rough use. Clip and pen blades. Nickel silver bolsters and shield. Brass linings. Stag pattern handle, 3%-in. long. 9 X 9472..39c

#### *STA-SHARP* 3-Blade Cattle Knife

Clip, spey and punch blades. Nickel silver linings, bol-sters and shield. Stag pattern handle, 3%-in. long. 9 X 9515..49c

#### STA-SHARP Premium Stock Knife

Clip, spey and sheep's foot blades. Nickel silver linings, bolsters, shield. Stag pattern handle, 31/8 in. long. 9 X 9517..49c

**72** © SEARS, ROEBUCK AND CO.

# Roller Bearing **SURE-LOX** Hoists

Special Low Price! Order Now

For pulling, lifting, etc. 9 Makes your work easy. Two sheaves; reinforced steel blocks. heavy drop forged steel hooks, hardened steel axles. Quick, sure lock; holds in any position.

Without Rope	Rope	Cap. Lbs.	Wt.	Sale Price
9 X 7820 9 X 7821 9 X 7822	1/2 in.	3000	3 lbs. 6 oz. 5 lbs. 12 oz. 9 lbs. 14 oz.	1.69

#### CHAIN-GRIP Chain Hoists Reg. U. S. Pat. Off.

# With Roller Bearing Hook

Farmers! Contractors! Shop Owners! Save at Sears Low Price! Will do anything you'd expect a hoist to doefficiently, safely, easily. 1. Extra strong heavy malleable iron yokes. 2. Electrically welded and tested chain. 3. Correctly fitted chain pockets—easy running. 4. Extra heavy drop forged hooks; load hook roller bearing. One man easily handles heavy loads.

cabily managed a				
Catalog	Cap.,	Lift,	Shpg.	Sale
Number	Tons	Ft.	Wt., Lbs.	Price
99 XM 7835	1/4	6	28	\$6.95
99 XM 7836	1/2	7	36	8.90
99 XM 7837	1 1	8	56	12.50



SURE-LOX **Roller Bearing Wire** Stretcher and Hoist

200

TIMKEN

Bearings in Hook Make Turning Easy

Steel; self locking. With 16 ft. of 36-in. HY-TEST manila rope. Shpg. weight, 5 lbs. 6 oz. 9 X 7791—Sale Price.....95c



#### Repair Bundle

A large bundle of rawhide and tanned lace and strip

leather for repair Shipping work. weight, 1 lb. 4 oz. 9 X 7009 20c



#### Asst'd Solid Copper Rivets and Burrs

Buy these now while prices are D O W N ! This assortment contains four 1/2-lb. boxes of most commonly used sizes—8, 9, 10 and 12. lengths,

inches. Shipping weight, 2 lbs. 6 oz. 9 X 7477.....49c



#### Connecting Links

Save money on these handy links. Drop forged steel, interlocking lugs.

<b>7</b> c	Diam.,	Shpg.	9 X	7725
	In.	Wt., Ea.	Each	6 for
EACH 1/4 -IN.		2 oz. 2 oz. 3 oz. 6 oz.	7c 8c 9c 12c	35c 42c 47c 59c



#### **Assorted Japanned Tubular Steel Rivets**

Fit riveting machine taking stand-

gnt sizes Lgth., In.... | 4 | 5/6 | 3/8 | 1/2 | 5/6 | 3/4 | Shpg. wt., oz.. | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/6 | 5/

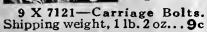
# CADMIUM PLATED BOLT 9C **ASSORTMENT**



Only 9c each assortment for this sale!

Your choice of any 2 of these assortments . . . . . . . . .

25 assorted bolts with nuts. 1/4-inch diameter 1 to 21/2 inches long.



9 X 7136-Machine Bolts. Shipping weight, 1 lb. 2 oz...9c



# **CANVATEX** Red Canvas Belts

Belting bargains you can't afford to miss! Heavy 32-oz. 4-ply Standard cotton canvas duck, closely stitched with strong cotton twine and impregnated with vegetable oils and waxes to insure flexibility and long life. The ideal belting for tough drives!

99 X 7037-Sewed Splice CANVATEX Red Canvas Belts. 3ft. shorter than listed on account of lap.

	-X-411.	J-111.	0-111.	, -111.	0-111.
Shpg. wt. lbs.	I —			40-93	46-103
40 ft	\$5.89	\$7.35	\$ 8.70	******	212121212
50 ft 75 ft	7.35	14 20	10.90	\$12.70	\$14.15
100 ft	Stickof	dressing	21.80	25.40	28.30
125 ft	include	d with e	ach belt.	31.45	35.25

99 X 7036—Full length Clipper Spliced CANVA-TEX Endless Red Canvas Belts.

	3-1n.	4-in.	5-in.	0-1n.
Shpg. wt., lbs	7-12	9-15	9-16	15-20
20-ft	\$2.60	\$3.10	\$3.90	\$4.60
30-ft	3.90	4.65	5.85	6.90

Wt., ft., oz.,  $\frac{4}{6}$ ,  $\frac{6}{6}$ ,  $\frac{6}{7}$ ,  $\frac{8}{8}$ ,  $\frac{8}{8}$ ,  $\frac{11}{11}$ ,  $\frac{14}{14}$ , Per foot...,  $\frac{6}{2}$  c  $\frac{8}{2}$  c  $\frac{11}{12}$  c  $\frac{13}{15}$  c  $\frac{19}{2}$  c  $\frac{23}{25}$  c  $\frac{26}{2}$  c  $\frac{29}{25}$ 

SEARS SALE PRICE 4 IN.x40 FT.

\$6.90 SEARS SALE PRICE

# *RED <u>DRIVER</u>* Red Rubber Belts

All RED DRIVER Rubber Transmission Belts and Belting made from full 32-oz. long fiber American 4-ply cotton duck with extra heavy friction surface—Recommended for all general transmission work.

99 X 7082—RED DRIVER Rubber Endless Belts. Sewed Splice. 3-ft. shorter than listed because of lap.

Prestretched	(	5-in.	0-in.	7-in.	8-in.
Shpg. Wt.	15 lbs.	19-24 lbs.	23-56 lbs.	33-64 lbs.	56-72 lbs.
40 ft 50 ft	\$7.75	\$10.00 12.50	\$11.60	\$16.75	
75 ft 100 ft		lighest ality	21.75	25.15	\$27.35 36.50
	7080-	RED DRI			g by the

Per ft.... 11c 13½c 16½c 20c 25½c 

 Width
 6 in.
 7 in.
 8 in.
 Our

 Shpg. wt., ft.
 9 oz.
 10 oz.
 13 oz.
 highest

 Per ft.
 29½c
 34c
 37c
 quality

 8 in.

99 X 7075—BLACK DRIVER Rubber Belting by the foot. 28-oz. cotton duck, 4-ply. Made endless with clipper splice free if requested.

#### THESE PRICES FOR MAIL ORDERS ONLY CO **Load Binder**

Extra strong, 22-inch. Double swivel. Takes chain to 1/2 incli. 

## BARGAIN BOLT ASSORTMENT

High grade steel bolts and nutsperfectly threaded. Every one carefully selected. Black finish. Diameter, 1/4, 5/16, 3/8-inch. Length, 11/2 to 5 inches.

Carriage Bolts 9 X 7123-50 as-sorted. 13 sizes. Shpg. wt., 3 lbs. 6 oz.... 27c

9 X 7124-100 assorted. 18 sizes. Shpg. wt., 5 lbs. 14 oz....49c

SALE CLOSES

**FEBRUARY 28, 1935** 

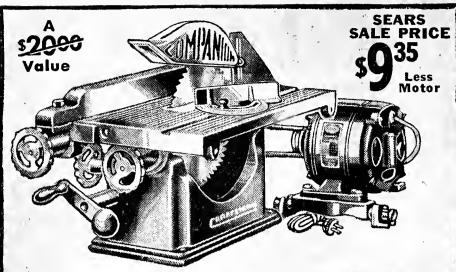
**Machine Bolts** 9 X 7138-50 assorted. 13 sizes. Snpg. wt.,

3 lbs. 8 oz. . . . . . . . . . . . 32 c 9 X 71 39 — 1 0 0 assorted. 18 sizes. Shpg. wt., 5 lbs. 8 oz.... 58c



The most needed farm, sizes, home, shop.

SEARS, ROEBUCK AND CO. C 73



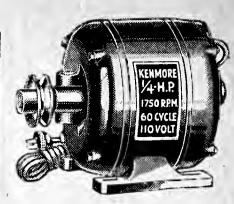
- 7-inch diameter saw blades.
- Enclosed operating mechanism.
- New type oil-retaining bronze bearings
- Approved guard and ripping fence.
- Full 2¼-inch depth of cut.
- Table tilts to any desired angle up to 45 degrees.
- Ball crank adjusts depth of cut.

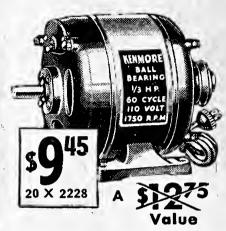
# (RAFTSMAN COMPANION **Bench Saw Never Before at** This LOW PRICE

Real Sears Sale Value; Sears dependable quality! But you must act quick, as price is reduced during this sale only. A \$20.00 saw value. New design—rugged and powerful. Table, 10x14% in. Exceptionally accurate ripping fence. Operating mechanism and gears fully enclosed and protects. and gears fully enclosed and protected. Has removable dado insert. Shpg. wt., 40 lbs.

99 X 2227—Less Motor.\$9.35

CRAFTSMAN Bench Saw complete with COMPANION 1/2-H. P. 110-120 volt 60 cycle motor, motor mount and belt. Shpg. wt., 63 lbs. 99 XM 2229—Sale Price. \$18.65





SEARS SALE PRICE

KENMORE 1/4-H. P. **Bronze Bearing Motor** 

This great value made possible by the purchase of over 85,000 motors. the purchase of over 85,000 motors. High quality in every respect. Guaranteed 3 years. For washing machines, light woodworking tools, etc. Speed, 1750 R.P.M. For 110-120 volt 60-cycle A.C. Without cord and plug. Shpg. wt., 28 lbs.

20 X 2226—Sale Price. \$5.75
20 X 2227—Same as above but with cord, plug and 2½-in. V type pulley. Sale Price. \$6.20

99 X 2617—1/3-H. P. KEN-MORE Motor. With cord and plug and 2½-in. V pulley. 110-120 volt, 60-cycle. Shpg. wt., 32 lbs. Sale Price. \$7.95

KENMORE  $\frac{1}{3}$ -H. P. **Ball Bearing Motor** 

Note these quality features: double drive shaft, convenient toggle switch, precision type ball bear-

Motors above are shipped from Dallas of Houston. Send order to city nearest you.

Sale Closes Feb. 28, 1935

When we con-racted with a

leading manufac-turer to produce 20,000 of these sets to sell at this

unheard of price... we "scooped" the

whole country
with a value that
"licks the tar"
out of all compe-

tition. Never in

our history have we seen its equal. Complete 47-pc. set of EXTRA STRONG wrenches—ideal for garage farm or car-

age, farm or car-owner. Fits all

bolts or nuts from 3/16 to 11/16 in., on truck or

tractor.



Set is made from extra strong, heat-treated MAN-GANESE STEEL and includes twenty-three 12-pt. thin walled sockets (7/32 in. to 11/16 in.), nine 8-pt. sockets (316 in. to 11/16 in.)—speeder handle, ratchet handle, Thandles and extensions. Six 12-pt. box-end wrenches (38 in. to 1 in.). 47 pieces in a strong steel box with black

crackle finish. Shpg. wt., 15 lbs. 28 X 6176—Complete 47-pc. Set

**Exceptional Quality** Unusual Accuracy The biggest drill press value.

A Drill Press of

value. Exceptionally fine ½-in. chuck. 7½x7½-inch table, accurately milled rack, bronze spindle bear-99XM2375 ings. Screw adjusted moeasy-to-read depth gauge. Belt included. Height, over all 25½ inches. Shpg. wt., 48 lbs.

99 XM 2375—COMPANION Drill Press. Complete with ball bearing ½-H. P. motor and motor pulley. Shpg. wt., 80 lbs.

wt., 80 lbs.

99 XM 2379 ..... \$19.65
COMPANION Drill Press with pulley bracket for line shaft drive.
(See Small Illus.) Shpg. wt., 48 lbs.
99 XM 2377 ..... \$9.95

Red Hot Value Outstanding

Now you can buy the famous CRAFTSMAN and HER-CULES torches for less. Improved anti-clog needle valve. Highest quality enduring bronze burner. Bakelite valve handle. Sturdy brass pump. Shpg. wt., 3 lbs.

9 X 5424—HERCULES. 1-pt. size. Sale Price\$1.79

HERCULES. 1-qt. size. A most suitable torch for plumbers and electricians. Shpg. wt., 4 lbs. 2 oz.

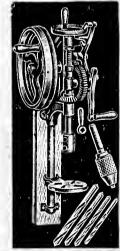
9 X 5426—Sale Price......\$1.98 Genuine CRAFTSMAN Blow Torch. Designed for heavy duty use. Delivers a steady, hot blue flame of 2200 degrees. Meets rigid U.S. Navy specifications. Brass tank, highly 

Blow torches are shipped from Dallas or Houston. order to city nearest you.

**FULTON** 

Planes

toms.



Bargain. Complete

Spindle fitted with end thrust ball bearings. Drills up to ½-inch hole to center of 12-inch circle. Adjustable table, 9-in. range. Includes post drill, ½-in. capacity chuck and 4 twist drills (½, ¾6, ½2, and ¼ in.) Heavy 12x1¾-in. flywheel may be used with belt flywheel may be used with belt. As illustrated. Shpg. wt.,

99 XM 4275 .... \$7.95 Post Drill only. Shpg. wt., 99 XM 4277 .... \$6.95



9-Inch

Electric Soldering Set

HERCULES

FULTON. Exceptional value. Contains 100-watt soldering iron, iron rest, wire solder, wire scratch brush and soldering paste. Approved type cord and plug. For any 110-volt current. Shpg. wt., 1 lb. 4 oz.

9 X 5402.....\$1.15

HERRIE

FULTON **Breast Drill** 

3-jaw chuck; 3-jaw chuck; machine cut gears; 2-speed; improved gear shift. Takes straight shank drills up to ½ in. Lgth., 16½ in. Shpg. wt., 5 lbs. 15 oz.

9 X 4237.\$1.49 ma-

9 X 3710-9-inch Shpg. wt., 4 lbs. 5 oz. . . . . \$1.35 9 X 3711 — 14-inch Shpg. wt., 5 lbs. 9 oz.....\$1.69

Accurately ground

sides and bottom. 2-in.

cutters. Smooth bot-

**FULTON 3-Pc.** Chisel Set

4½-in. polished beveled edge blades. ½, ¾ and 1-in. Hickory handles. Shpg. wt.,

9 X 3677.....95c

3-pc. CRAFTSMAN Butt Chisel Set. 3-in. highly polished blades; sizes as above. Shpg. wt., 1 lb. 15 oz.

9 X 3678.....\$1.45

MERIT Hammer Bargains 9 X3810

We've hammered the price! Bell Face. Size 1/2; 16 oz. tempered polished forged steel head. Hickory handle. Shpg. wt., 2 lbs.

9 X 3810......45c

Ripping Hammer. Same as

above except with straight claw. Shpg. wt., 2 lbs.

9 X 3818......49c

74 SEARS, ROEBUCK AND CO.



Sears Sale Price

## DOWN GO SAW PRICES! **But Only For Sears Sale!**

State size center hole wanted.

FULTON—Spring tempered saw steel. Standard quality. Excelled only by our MERIT. Diam., in.... 24 Gauge...... 11 10 10 Shpg. wt., lbs. 18 27 32 **99 X 4943**. \$2.48 \$3.70 \$4.25

MERIT-Made of finer, tougher steel by master saw makers. Extra fine finish and deep round gullets. Properly blocked and filed.

32 and 36 in. sizes shipped freight or express only. Other sizes mailable.

Dian In.	Gauge	Shpg. Wt.	99X4944	99XM4944
20 24 28 30 32 36	13 11 10 10 10	12 lbs. 19 lbs. 26 lbs. 30 lbs. 37 lbs. 48 lbs.	\$1.98 3.45 4.45 5.45	\$6.25 9.45

**Sears Sale Price** 

20-In.

Cordwood Saw

All Prices for Mail Orders Only



# **Highest Quality** Saw Mandrel

We've cut prices on this metal pulley mandrel. It's 1/3 heavier than ordinary mandrels. Will withstand the ravages of sun, rain and snow. Has babbitted reamed bearings.

Size, No.	Pulley Diam., Face, In.	Shaft, In.	Size, Saw Hole	Wt., Lbs.	99 X 4947 with Metal Pulley
0 1 2 3 6	2 x3 2½x3½ 3 x4 3½x4½ 5 x6	16½x ½8 16½x1½6 19 x1¾6 21½x1¾6 28½x1¾6	34 in. 1 in. 1% in. 1¼ in. 1¾ in. 1% in.	16 20 24 31 42	\$1.98 2.80 3.80 4.80 6.95



★ Hearth of cast iron, 18x20 in. won't

burn out.

\* Helical cut steel gears; oiltight, dustproof gear case of heavy cast iron. High speed fan.

★ 48 to 1 gear ratio maintains steady blast.

Burns soft coal, charcoal or coke. Ht., to top of hearth, 31 in.; over all, 51 in. Shipped freight or express. Shpg. wt., 90 lbs.

99 XM:5275—Hood style. \$12.95



SAVE at Least 50% Sears True Tempered Saws

A big money-saving value just when you need it! FULTON Two-Man Perforated Lance Tooth Saws of polished spring tempered saw steel. Taper ground, 14 to 18 gauges. No binding. 4 cutting teeth to 1 raker. All set and filed, ready for use.

99 X 4969—Without handles. Length, ft. Shpg. wt., lbs. Sale Price....

\$2.70 \$3.00 \$3.30

99 X 4970—With handles.

Length, ft.. Shpg. wt., lbs. 8 10 12 Sale Price.... \$3.10 \$3.40 \$3.70

Without Handles



FULTON Narrow Champion Tooth Crosscut Saws

3-Foot



FULTON Champion Tooth One-Man Crosscut Saws

Made of special spring tempered saw steel. Polished and etched. Beechwood handles. 2 cutting teeth to 1 raker. Filed and set. 

99 X 4952..... \$1.25 \$1.55 \$1.85 \$2.10



Non-chipping bits with razor-sharp edges.

Batter-proof, hardened steel head, highly tempered bit, selected hickory han-



MERIT Michigan Pattern Ax

We bought 36,000 for this sale. Forged steel head, attractive enameled finish; polished bit. Hickory handle. An exceptional value! Single bit. 3½-lb. head. Shpg. wt.,

99 X 5031—Sale Price.....\$0.95



**Buck Saw** 

Double braced grained straight hardwood frame. Champion tooth blade,

30x2 in. Special saw steel. Shpg. wt., 3 lbs. 13 oz.

9 X 4902......89c
9 X 4905—M E R I T
30x2 in. Champion Tooth Blade only. Shpg. wt., 8 oz......45c

(RAFTSMAN **Hand Saw** 

Popular straight back design. New light weight ship pattern, cross cut. Lgth., 26 in., 7, 8, or 10 points to the inch-(State point wanted.) Shpgwt., 2 lbs. 2 oz.

9 X 3604......\$1.75 9 X 3605-Straight Back Rip Saw. Lgth., 26 in. 51/2 points to in. Shpg. wt., 21bs. 5 oz. \$1.75 \$229 Brace and Bit Set
Real Buy! FULTON

BIT ROLL

ratchet brace, 10-in. sweep. Includes 6 auger bits from 1/4 to cludes 6 auger bits from 1 in. and %6-in. screwdriver bit. Shpg. wt., 4 lbs. 12 oz. 9 X 4265—Complete. \$2.29 9 X 4256—Brace only. Shpg. wt., 3 lbs. 3 oz...\$0.69

File Set \$110

10-pc. 4 taper, 2 round and 1 each of 6, 8, 10 and 12 in. flat mill files. Shpg. wt., 2 lbs. 3 oz.

9 X 4595 \$1.10

**FULTON** Snips

For circular or 690 straight cuts.

Lgth., 121/4 in.; 3-in. cutting edge. Shipping weight, 2 lbs. 2 oz.

> 9 X 4538 69.C

SEARS-ROEBUCK

75



Take advantage of these reduced, factory-to-you prices and save one-third or more on new, up-todate machinery for your Spring needs. Use our Easy Payment Plan, described on Page 43, if you like. These bargain prices are for early mail orders only, and expire February 28th.

# BRADLEY SOUTHERN CLIPPER VALKING PLOW

# These Features Provide That Sears "EXTRA VALUE"

- —Moldboard made of soft center steel; share and landside made of solid steel.
- -Entire bottom carefully ground and polished. Scours right from the start.
- -Moldboard, double shinned; extra thickness of hard steel welded on where ordinary moldboards wear the most.
- Heavy beam. —Wide clevis adjustment.

The experience of Bradley, one of the world's leading plow makers for over a century, is built into the Southern Clipper. It has been sold to Southern farmers for generations. Nowhere can you get such plow value at these Low Prices, which are for Mail Orders only until February 28th.

Especially designed for the soil conditions of Texas and other Southern states, the David Bradley Southern Clipper Walking Plow has become "standard equipment" in many sections of this vast agricultural territory.

The shape of the moldboard and share afford good penetration with light draft You have choice of several sizes, and black-land or sandy-land bottoms. Prices include one extra share.

9, 10 and 12-inch sizes shipped from Dallas, Sweetwater or Houston. Other sizes shipped from Dallas or Houston only. Send order to nearest shipping point.

Black Land Plows for Black Land and Sticky Soils

Catalog Number	No. on Share	Size Inches	Wt. Lbs.	Plow	Extra Share	Mold- board	Land- side,	Frog
32 XM 160 32 XM 161 32 XM 163 32 XM 165	TX 75 TX 85 TX 105 TX 125	10 .	70 75 85 95	\$ 9.95 10.90 13.35 14.55	\$1.28 1.30 1.70 2.00	3.30	\$1.05 1.05 1.25 1.45	\$0.80 .80 .85 1.00

#### Sandy Land Plows for Sandy and Loamy Soils

32 XM 153 VX		7	70	\$ 9	.45	\$1.28	\$2.35 2.85 3.05 5.10	\$1.05	\$0.75
32 XM 155 VX 32 XM 156 VX	105	10	85	12	.85	1:48	3.05	1:25	.85
32 XM 158 VX	125	12	95	13	.90	2.00	5.10	1.45	1.00

# Riding Attachment for Walking Plow at Sale Price

Easily and quickly attached to any plow. Eliminates side draft. Can be set for any depth. Being tongueless, the attachment cannot be backed up by the team. By connecting to the drawbar of your drag harrow you have a splendid harrow cart. Regular type of riding plow wheels with wide oval tires. Not intended for use on smaller than 10-inch plows or red breakers. Price does not include plow plows or rod breakers. Price does not include plow.

Shipped from Dallas, Sweetwater or Houston. Send orders to city nearest

32 XM 192—For right-hand plows only. Weight, 147 pounds.

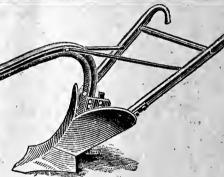


MIDDLE BREAKER



BRADLEY

Especially Designed for the Southern Farmer



-Solid steel share; reinforced under point.

Wings made of hardtempered, soft steel.

Selected wood handles, well braced.

-Adjustable steel rudder. -Highly-arched steel beam.

These low prices good 'till Feb. 28 only. Especially designed to meet the requirements for growing cotton and corn. This plow is successfully used in preparing cotton ridges, bursting old rows, hilling potatoes, etc. Frog and beam hold bottom rigid at all times. Shipped from Dallas, Sweetwater or Houston. Send orders to nearest city.

Catalog No.	Size, In.	Wt. Lbs.	Middle Breaker Sale Price	Extra Share Each	Mold- boards Right or Left, Each	Frog, Each
32 XM 144	10	100	\$13.20	\$1.50	\$2.90	\$2.15
32 XM 145	12	102	13.95	1.75	2.95	2.15
32 XM 146	14	106	15.45	1.85	3.60	2.35

Oversize Shares for Middle Breakers Listed Above.

Catalog No.	Will Fit	Will Cut	Wt., Lbs.	Each
32 XM 150	No. 145—12-inch	14 in.	7 lbs. 8 oz.	\$2.50
32 XM 151	No. 146—14-inch	16 in.	8 lbs. 8 oz.	2.70
32 XM 152	No. 146—14-inch	18 in.	9 lbs. 10 oz.	2.95

David Bradley Caster Coulter

Fits Any Wood or Steel Beam Walking Plow and Middle Breaker. The coulter has a 13-in. steel blade. All bearings protected. Natural wear of the hub and adjoining parts can be taken up by simply tightening nut on the bolt which passes through the blade and hub. Has an offset of 2 in. in the shank, which allows a lateral adjustment of 4 inches. Weight, 25 lbs.

32 X 115—Sale Price.



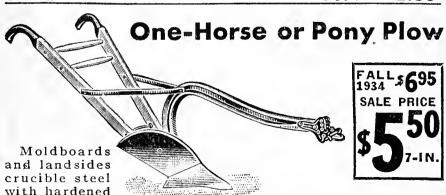


- -Moldboards, landside and share solid steel.
- -Bottoms, ground and highly polished.
- -Moldboards, double shinned on top for long wearing. -Beam, double-beaded forged steel, highly arched.

An old Southern favorite at a new low price during Sears great Spring Sale. Does fine work in stubble or tame sod, and. as the moldboards, landside and share are solid steel with mild temper, it gives splendid service in stony land. The moldboard, share and landside are securely bolted to a steel frog, and outer landside secured to a cast inner landside, which has an adjustable slip heel. Will not foul in trashy land. Oak handles.

Shipped from Dallas, Sweetwater or Houston. orders to city nearest you.

Catalog No.	Size	Weight	Mark on Share	Plow .	Extra Share
32 XM 125		95 lbs.	RB10	\$12.95	\$1.70
32 XM 126		100 lbs.	RB12	14.75	2.00
32 XM 127		110 lbs.	RB14	16.45	2.35



Catalog

Number

crucible share. Adjustable slip heel. A light one-horse plow. Price includes one extra share.

Shipped from Dallas only.

**Wood Beam Plows** 32 XM 4195 Pony, 7| 32 XM 4196 A.O., 8

Steel Beam Plows

Size

Inch

Price Extra Plow Share

\$5.50 52c 6.65 60c 8.85 85c

76 **SEARS** 

32 XM 4190 Pony, 7 32 XM 4191 A.O., 8 32 XM 4193 C.O., 10

\$4.70 52c 5.30 60c

Lbs.

55

60

# BUY BEFORE FEB. 28th

BRADLEY PERFECTION

# ULKY PLOW

-Regular plow bottom, middle breaker or sweep can be used with this plow.

-Good clearance; high-arched, double-beaded steel beam. Auxiliary lifting springs on levers.

-15-inch adjustable rolling coulter with dustproof bearings. 30-inch steel land wheel.

-4-inch vertical adjustment on rear axle to conform to different type bottoms.

—Landing lever fully controls front furrow wheel. —Light draft; perfect scouring; easily handled; adjustments easily made.

The Perfection Sulky is a durable, frameless, tongueless sulky plow, built especially for Southern farmers. Black-land bottom has soft-center steel moldboard; solid-steel landside and share. Sandyland bottom has soft-center steel moldboard and share; solid-steel landside. 20-inch cast front and rear furrow wheels regularly furnished; do not skid or pick up soil. Can furnish steel furrow wheels instead, if specified on order.

Can supply steel furrow wheels instead, at same price, when specified on order. Adjustable beam foot attachment, including root cutter for sweeps, furnished as extra. Any style or size sweep may be used—adjustable to 8 positions. Extra share furnished with black land plows.

. See page 43 for Easy Payment Terms

Catalog	Size	Style	Shpg.	Price	Extra
Number		Bottom	Wt.	Plow	Share
32 XM 3250 32 XM 3229 32 XM 3258 32 XM 3251 32 XM 3230	14 inches 12 inches 14 inches	Black Land Black Land Sandy Land Sandy Land Sandy Land	431 lbs. 436 lbs. 433 lbs. 439 lbs. 446 lbs.	\$42.95 43.90 44.95 45.90	\$2.00 2.35 2.60 3.25 3.80

#### Middle Breaker Bottom

-Solid, mild-tempered steel. -Soft-center steel moldboard.
-Solid-steel share. 14-inch.

Middle Breaker for Perfection Sulky Plow. Shpg. wt., 40 lbs. \$8.95



# Middle Breaker and Lister Shares

Interchange in shape and fit with original shares on your Middle Breaker and Lister. Made of solid steel, natural temper, known to the trade as crucible steel. State size and tell us the marks which are stamped on the back of your old share.

32 X 7087

12-inch share...\$1.75 16-inch share...\$1.95 14-inch share...\$2.75

\_\_\_\_



To Fit	ShareMarks	Size	Wt.	To Fit	Share Marks	Size /	Wt.
Avery	SF12	12 in.	8 lbs.	Deere	56	16 in.	11 lbs.
Avery	SR14	14 in.	12 lbs.	Deere		12 in.	7 lbs.
Avery	AMB12	12 in.	9 lbs.	Deere	172	14 in.	7 lbs.
Avery	AMB14	14 in.	11 lbs.	Deere	305	20 in.	16 lbs.
Avery	AMB16	16 in.	12 lbs.	Emerson	.9MB	14 in.	11 lbs.
Avery	114		11 lbs.	Emerson		14 in.	9 lbs.
Avery	YJ14		12 lbs.	Moline			11 lbs.
Avery			11 lbs.	Moline	796		11 lbs.
Avery:			11 lbs.	Moline			10 lbs.
Avery	XEP14		11 lbs.	Moline	1152		12 lbs.
CantonP&O		14 in.	9 lbs.	Oliver			7 lbs.
CantonP&O		12 in.	9 lbs.	Oliver			11 lbs.
CantonP&O		14 in.	9 lbs.	Oliver			10 lbs.
CantonP&O		14 in.		Oliver			11 lbs.
CantonP&O			13 lbs.	Oliver			6 lbs.
CantonP&O			14 lbs.				10 lbs.
Case	TM12		10 lbs.	Oliver			12 lbs.
Case			10 lbs.	Oliver			12 lbs.
Case			11 lbs.	Oliver			10 lbs.
Case			11 lbs.	Rock Isl			10 lbs.
Deere			10 lbs.	Rock Isl			11 lbs.
Deere				Rock Isl			12 lbs.
Deere			10 lbs.	Rock Isl			13 lbs.
You Alv	ways Save	at Sea	ars	Rock Isl	MB16	(10 in.	12 lbs.

#### **Partly Finished Plow Shares**

Fully welded and point finished. If shares for your plow are not listed on these pages, order blank shares and have blacksmith fit them.

Soft-center shares must be tempered after fitting. Landside is long enough to cut to fit any plow. Furnished right hand only.

hand only. Each

32 X 7080

12-inch. Shpg. wt., 12 lbs. \$1.70

14-inch. Shpg. wt., 14 lbs. \$1.95

16-inch. Shpg. wt., 16 lbs. 2.15





land and furrow wheel extension, 54 to 76 in.

32 X 3232—Furrow Wheel Extension. Shpg. wt., 46 lbs..... 32 X 3233—Land Wheel Extension. Shpg. wt., 9 lbs. . \$0.90 32 X 3242—Sweep Foot Attachment with root cutter. Shpg. wt., 27 pounds..... 32 X 3243—New Model Longer Rear Axle. Shpg. Wt.,

12 pounds..... If you desire the furrow wheel extension and the sweep foot attachment for Perfection Plows, purchased from 1923 to 1930, this longer axle is necessary.

# FINISHED PLOW SHARES



These shares interchange in shape and fit with the original shares furnished by the makers of your plow and will give as good or better service. Made of the highest quality material by experienced plow-share makers. Made with an extra-wide lap weld which gives strength and long wearing qualities and permits frequent sharpening.

#### **HOW TO ORDER SHARES**

Very Important. Read Before Ordering. Do not fail to tell us the marks stamped on the back of your old share; also size and make of plow. Unless marks are exactly the same as shown in list, share will not fit. We can furnish RIGHT HAND shares only and with marks as shown. Letters QD, beside share numbers indicate Quick Detachable.

32 X 7086—Solid-Steel Plowshares to Fit Following Makes of Plows:

0 2 1 10 1101									
Make of Plow Share Will Fit	Marks on Share	Size Inch	Wt. Lbs.	Each	Make of Plow Share Will Fit	Marks on Share	Size Inch		Each
Avery	1BL9	9	6	\$1.48	Deere	183	14	13	\$2.35
Avery	1BL10	10	7	1.70		059	12	9	2.00
Avery		12	9	2.00		227QD	10	7	1.70
Canton P & O		10	7	1.70	Emerson	BS8	8	6	1.30
Canton P & O	64	10	7	1.70	Emerson	BS10	10	7	1.70
Canton Success.	66	12	9	2.00	Emerson	BS12R	12	9	2.00
Canton Success.	128	14	13	2.35	Emerson	BS14R	14	13	2.35
Canton Success.	392	14	13	2.35	Emerson	BS9	9	6	1.48
Canton		12	9	2.00	Moline	BB10	10	7	1.70
Canton		14	13	2.35	Moline	BB12	12	9	2.00
Canton		12	9	2.00	Moline	T10	10	7	1.70
		14	13	2.35	Moline	T10X	10	7	1.70
Deere		8	6	1.30	Moline	BB14	14	13	2.35
Deere		12	9	2.00	Moline	AA8	8	6	1.30
Deere		14	13	2.35		AA9 `	9	6	1.48
Deere		10	7	1.70	Moline	AA10	10	7	1.70
Deere Ranger		9	6	1.48	Moline Sulky	T12	12	9	2.00
Deere Ranger		10	7:	1.70	Moline Sulky	T14	14	13	2.35
Deere Ranger		11	8	1.90		C2	8	6	1.30
Deere Stag Sulky		13	12	2.25	Oliver	C3	9	6	1.48
Deere Stag Sulky		14	13	2.35	Oliver Walking	C4 or 4	10	7	1.70
		-			Ofiver Walking	C6 or 6	12	9	2.00



SUPERIOR. **FEATURES** 

- Galesburg Electric Heat-Treated Discs; last twice as long, require less resharpening.
- Adjustable tongue truck; extra wide wheel tread prevents tipping, makes turning easy.
- Easy-riding double spring seat.
- Four-lever control. Each end of gang individually adjustable up or down, forward or back.

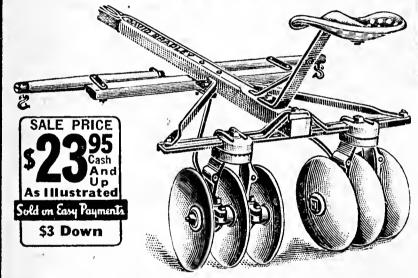
You cannot find a better disc harrow at any price. Its heavy construction gives it the weight so necessary to assure good penetration. Heat treated disc blades. Separate angling levers enable easy independent operation of gangs. Separate center pressure levers insure uniform penetration and pulverization of soil the full width of harrow. Bumper washers, oil soaked maple bushings, large grease cups. Be convinced! Try the Bradley in your own field.

Shipped complete with eveners, scrapers, weight boxes and tongue truck from Dallas, Houston or Sweetwater; order from city nearest you, For terms—See Page 43.

Catalog	No. of	Size of	Width	Size	Wt.	Price
Number	Discs	Discs	of Cut	Eveners	Lbs.	
32 XM 330 32 XM 331 32 XM 376A 32 XM 376B 32 XM 376C 32 XM 333 32 XM 334	12	16-in. 16-in. 16-in. 18-in. 20-in. 16-in.	4 ft. 5 ft. 6 ft. 6 ft. 7 ft. 8 ft.	2-horse 2-horse 4-horse 4-horse 4-horse 4-horse	400 430 490 525 560 535 590	\$35.85 38.90 44.75 48.95 53.15 49.75 52.95

# HIGH

# BRADLEY REVERSIBLE DISC HARROW



- -16-inch heat-treated steel disc blades.
- -Gangs adjustable 6 to 18 inches apart.
- -Can be used as harrow or cultivator.
- -Dust-proof bearings have oil-soaked. hard maple bushings for longer wear.

A big favorite with Southern truck gardeners. An allaround, handy tool; for use between rows of tomatoes, cabbages, berries, grapes, and in orchards where the ordinary disc harrow is too wide. Disc blades are highly polished. Lubricated by hard grease cups. The discs can be set at any angle desired, and can be reversed to throw dirt either in or out. They can also be set close together for harrowing, or separated to straddle the rows. Close together, the 6-disc harrow cuts about 3 feet, and the 8disc harrow about 4 feet. This machine is built low enough to pass under low-hanging branches without damaging leaves or fruit. Complete with scrapers. Shipped from Dallas, Houston or Sweetwater. See Page 43 for Easy Payment Terms.

With 2-Horse Hitch, Pole and Neckyoke

**32 XM 345**—With Six 16-Inch Discs. Weight, 225 lbs..... 32 XM 346—With Eight 16-Inch Discs. Weight, 248 lbs.....

WithShafts for 1 Horse in Place of Pole and Neckyoke 32 XM 338—With Six 16-Inch Discs. Weight, 225 bs.....

**32 XM 339**—With Eight 16-Inch Discs. Weight, 248 lbs..... 26.65

 $78_2$ SEARS-ROEBUCK

SALE ENDS FEB. 28, 1935

\$26.70

# TRACTOR DISC HARROW SALE PRICE And Up eld on Easy Paymen \$6 Down

- —All steel construction. -Operated easily from tractor seat.
- -Oil-soaked, hard maple bushings provide extra long wear.
- -Oscillating steel spring scrapers; angle steel weight boxes.
- -Cross-arm trailer attachment keeps both front and rear gangs cutting full width and depth under all soil conditions.
- -Galesburg heat-treated 16-inch disc blades.

The David Bradley is one of the most popular discs in the field. And at this low price-it is America's outstanding harrow value. Fine for short turns, automatically follows tractor.

Two long steel levers control all four gangs. "Bumper" principle on front gangs relieves end-thrust wear; flexible swivel chain equalizes pull on rear gang. Forward frame and stub pole brace is one solid steel unit. Grease cup lubrication; cups set below weight boxes and above discs. The crossarm trailer connections, pulling from axle to axle, force rear gangs to split ridge formed by front gangs. Can furnish with 18-in. discs for 30c per disc blade extra. Prices do not include rope.

6 and 7-foot sizes shipped from Dallas, Houston or Sweetwater. 8 and 10-foot sizes shipped from Dallas only. See page 43 for Easy Payment Terms.

Catalog Number	No. of Discs	Width of Cut	Weight Without Scrapers		Harrow Without Scrapers	Harrow With Scrapers
32 XM 299	24	6 feet	633	725	\$67.50	\$71.00
32 XM 300	28	7 feet	690	792	70.75	76.50
32 XM 301	32	8 feet	780	890	78.50	84.00
32 XM 303	40	10 feet	970	1,110	89.00	96.00

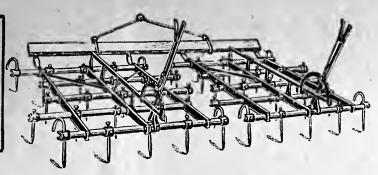
# Extra Disc Harrow Blades

Famous Galesburg discs; electrically heat-treated. Standard weight. Fit any disc harrow having %-inch square axle. Have 15/16-inch square hole.

32 X 7070A—Size, 16 in. Weight, 6 lbs. Each. \$1.00 32 X 7070B—Size, 18 in. Weight, 10 lbs. Each. \$1.35 32 X 7070C—Size, 20 in. Weight, 13 lbs. Each. 1.70







# SALE PRICE 25-Tooth Section

# DAVID BRADLEY STEEL U-BAR DRAG HARROW

Bradley U-Bar Harrows are famous for their ability to stand up under years of tough going. The tooth bars are made of heavy U-bar steel, five to each section. The teeth are % inches square, about 8 inches long and headed. They are attached by steel clips, which hold them in a vise-like grip by means of set screws and lock nuts. Teeth easily adjusted for depth.

These Low Prices are good only until February 28th, 1935. Economy says: BUY NOW!

All sizes except single sections have drawbar and irons. Single sections not equipped with draw irons as they are generally used to increase size of larger harrows. If draw irons are wanted, see listing below.

Shipped from Dallas, Sweetwater or Houston. Send order to city nearest you.

Catalog	No.	No.	Size	Wt.,	Sale
Number	Sections	Teeth	Cut	Lbs.	Price
32 XM 350	1 1 2 2 3 3 3	25	4½ feet	89	\$ 6.40
32 XM 351		30	5 feet	102	7.15
32 XM 352		50	8½ feet	190	14.45
32 XM 353		60	10 feet	220	16.25
32 XM 354		75	12¾ feet	285	22.10
32 XM 355		90	15 feet	330	24.35

32 XM 361—Draw Irons for 25 to 30-tooth single sections.

# DAVID BRADLEY STEEL GUARDED-END HARROW

The guarded ends prevent harrow from catching on trees, stumps, stones or other obstructions.

Tooth bars are of U-shaped steel, 5 to each section, with runner tooth at each corner. Teeth are %-inch swedged, triangular, and about 7 inches long. Frame and cross bars of heavy I-beam steel. Teeth are held securely and are easily adjusted.

All sizes except single sections have drawbar and irons. Single sections not equipped with draw irons as they are generally used to increase size of larger harrows. If draw irons are wanted, see listing below.

Shipped from Dallas, Sweetwater or Houston. Send order to city nearest you.

Catalog	No.	No.	Size	Wt.,	Sale
Number	Sections	Teeth	Cut	Lbs.	Price
32 XM 362 32 XM 363 32 XM 364 32 XM 365 32 XM 366 32 XM 367	1 2 2 3	25 30 50 60 75 90	4 feet 4¾ feet 8 feet 9½ feet 12 feet 14¼ feet	90 97 185 210 275 310	\$ 6.35 7.10 14.35 16.15 21.95 24.20

32 X 320—Extra Teeth.	70
32 X 320—Extra Teeth. Weight, 6 ounces. Each	
32 X 321—Extra Clips. Weight, 0 oz. Each	7c
32 X 361—Draw Irons for 25 or 30 tooth single sections	3.
Weight 5 lbs	45c

# PAYMENT PLA EAS

# **Harrow Teeth** and Clips

The difference between good, sharp teeth and old, wornout or dull teeth on a harrow, is the difference between a good seed bed and a poor one. Sears harrow teeth and clips are made of the best material for long wear.

Teeth are square. Fit wood-frame and any standard U-bar harrows. Clips have set screw and nut to hold teeth tight.

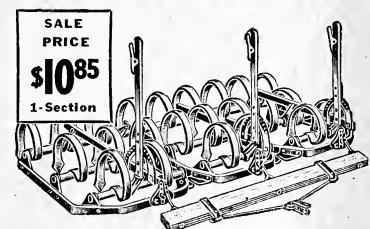
Catalog Number		Wt., Lbs.	
32 X 7078 32 X 7061 32 X 7062 32 X 7079	½ x8-in. teeth ½ x8-in. teeth ½ x8-in. teeth ½-in. clips ½-in. clips ½-in. clips	9 11 5 5	55c 79c 85c 72c 80c 82c

# **David Bradley SPRING TOOTH HARROW**

A great tool for deep cultivation and for uprooting weeds and grasses. A favorite in truck gardens and orchards. Angle-steel frames. Finest quality spring teeth securely bolted to frames, spaced to prevent clogging.

Will furnish harrows with special crimped teeth for alfalfa at 65c per section extra.

Catalog	No.	Sec-	Wt.,	Price
Number	Teeth	tions	Lbs.	
32 XM 388 32 XM 389 32 XM 398 32 XM 400	17 26	1 2 3 4	135 270 400 500	\$10.85 19.90 29.75 39.90



Prices on 2, 3 and 4-section harrows include drawbar. Shipped from Dallas, Sweetwater or Houston. Send orders to city nearest you.

#### **Turn Shovels**

1/4 in. thick. Tumbled and blued.

Shipped without bolts.

Cat. No.	Kind	Size, In.	Weight	Each
32 X 3714	Right hand	5x10 4	5 lbs.	50c
32 X 3715	Right hand	6x11	5 lbs.8 oz.	
	Left hand		5 lbs.	50c
32 X 3717	Left hand	6x11	5 lbs.8 oz.	65c



## Kenwood Sweeps

1/4 in. thick. Tumbled and blued. For mixed and black lands. 3 hole.

Shipped without bolts.

	Dimpeca .	TEDITORE NOTES	
Catalog No.	Size, In.	Weight	Each .
32 X 3706		2 lbs.	21c
32 X 3707		2 lbs.8 oz.	24c
32 X 3708		3 lbs.8 oz.	36c
32 X 3735	12	4 lbs.4 oz.	42c
32 X 3736	14	5 lbs.	55c



## **McGregor Sweeps**

For black land. 1/4 inch thick. holes. Tumbled and blued. Shipped without bolts.

Catalog No.	Size	Weight	Each
32 X 3760	6 inch	2 lbs.	28c
32 X 3761	8 inch	2 lbs. 8 oz.	30c
32 X 3762	10 inch	3 lbs. 8 oz.	42c
32 X 3763	12 inch	4 lbs. 4 oz.	52c
32 X 3764	14 inch	5 lbs.	60c

# **CULTIVATOR** SWEEPS and SHOVELS



#### Heel Sweeps

Hard Bessemer steel, polished and blued. ¼ in. thick. Shipped without bolts.

Catalog No.	Size	Weight	Price
32 X 3723 32 X 3724 32 X 3725 32 X 3726 32 X 3727 32 X 3727 32 X 3729	12 inch 14 inch 16 inch 18 inch 20 inch 22 inch 24 inch	2 lbs. 8 oz. 3 lbs. 3 lbs. 8 oz. 4 lbs. 4 lbs. 8 oz. 5 lbs. 4 oz. 5 lbs. 12 oz.	21c 24c 28c 35c 42c 50c



#### **Solid Cultivator Sweeps**

1/4 in. thick. Tumbled and Shipped without bolts.

3 lbs. 12 oz.

Catalog No. Weight Size Each 32 X 3721 32 X 3719 32 X 3720 20c 25c 8 inch 2 lbs. 10 inch 2 lbs. 12 oz.



#### **Heel Bolts**

For use on plow stocks with square hole or Southern plow shapes. Size, %x3½ inches. ¾ inch thick nut.

32 X 53—Weight, 1 lb.....10c

## **Bull Tongues**

Hard Bessemer steel. thick, tumbled and blued. Shipped without bolts.

Cat. No.	Size	Wt.	Price
32 X 3740	21/2 x 71/2	1 lb. 8 oz.	1 6c
32 X 3741	3 x8	2 lbs. 4 oz.	18c
32 X 3742	31/2 x 81/2	2 lbs.12 oz.	22c
32 X 3743	4 x9		28c



# Corn Shovels

Hard Bessemer steel, 516 in. thick, tumbled and blued. Shipped without bolts.

Cat. No.	Size	Wt	Price
32 X 3744	5x7 in.	2 lbs.	22c
32 X 3748	6x8 in.	3 lbs.	<b>31</b> c
32 X 3750	7x9 in.	4 lbs.	4 <b>0</b> c

#### Solid Sweeps

For sandy land. Hard Bessemer steel. ¼ in. thick, tumbled and blued. Shipped without bolts.



WILLIOUT DOIL			
Cat. No.	Size	Wt.	Price
32 X 3731	12x8 in.	3 lbs. 8 oz.	33c
32 X 3732	14x8½ in.	4 lbs. 8 oz.	42c
32 X 3733 32 X 3734	18x91/2 in.	6 lbs. 8 oz.	55c

SEARS, ROEBUCK AND CO. C 79

SEARS SALE PRICE

On Easy Payments \$4 DOWN

Note Convenient Shipping Points for implements on this page. Saves Time and Freight Charges for You.

COUNTRY GENTLEMAN

SALE CLOSES FEB. 28, 1935



The Famous

# DAVID BRADLEY

**Country Gentleman Cotton and Corn Planter** 

- Large capacity hopper easily removed by loosening two wing nuts.
- Three-speed gear shift varies quantity of seed dropped without stopping the planter.
- · Gear driven seed plates, plant single seed, with three speeds-no bunching or clogging.
- All seeds drop within view of the operator.
- Planting depth regulated by foot lever.

An old favorite of the South—the Bradley Country Gentleman Planter. Noted for its accuracy and durability. You cannot afford to take chances on an old, worn-out planter, when the Bradley can be bought at this low price. This sale closes Feb-ruary 28th; take advantage of it before planting time! Although designed primarily for cotton and corn, the Bradlev Country Gentleman will plant peas, sorghum, grain and other small seed just as efficiently.

The need for chopping is reduced to a minimum because of the accurate drop. The seed mechanism throws into or out of gear with the lowering or raising of the bottom. Floating ejector wheel reduces breakage of seed to the minimum. Planter cannot clog to break plates or gear teeth. Complete with spring-trip shanks, doubletree and neckyoke, but without middle breaker or sweeps.

For easy terms, see page 43. Shipped from Dallas, Sweetwater or Houston.

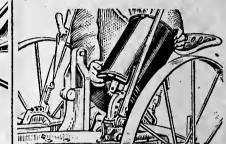
760 lbs. ....\$74.75

lbs. 32 XM\_500—Two-Row Country Gentleman Planter with 4-horse hitch, pole and 

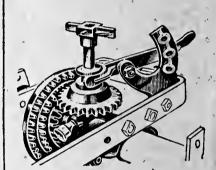
#### Planting Distances for Plates Furnished with Planter

Speed	4-Cell Corn Plate	5-Cell Corn Plate	Cotton Plate	Kaffir and Maize
Lever	Will Drop	Will Drop	Will Drop	Plate Will Drop
Low	35 inches	28 inches	3 inches	8¾ inches
Medium	23 inches	19 inches	1 34 inches	5½ inches
High	18 inches	13 inches	1 14 inches	4 inches





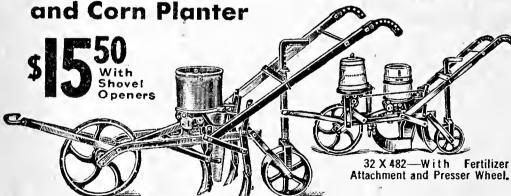
Large Capacity Hopper easily removed by loosening two wing nuts.



Three-Speed Gear Shift Varies quantity of seed dropped without stopping the planter.

# USE YOUR CREDIT—BUY FARM EQUIPMENT

**David Bradley One Horse Cotton** and Corn Planter



Just the machine for the small planter, and at this Special Sale Price it is a bargain that can't be overlooked. It has a reliable and accurate force feed, and is ideal for planting cotton, corn, peas, beans, etc. Built strong for long

Furnished with four corn plates, one cotton disc, and one sorghum plate, also

Extension seed box holds enough cotton seeds at one filling to drop a stand for about 2 miles. Fertilizer attachment and adjustable pressure wheel are extra; furnished for either style planter. Shipped from Dallas, Sweetwater or Houston. Send order to the one nearest you.

 $80_2$ SEARS, ROEBUCK AND CO.

## **Breaker Bottom** 3-Piece Middle

For Country Gentleman or other riding planters.

32 X 6197A—12 - i n c h Middle Breaker Bot-\$3.85 tom. Wt., 22 pounds

32 X 6197B—12 - i n c h Share. Weight, 14 pounds..

12-Inch 32 X 6198A—14 - i n c h Middle Breaker Bottom. Weight, 24 pounds......\$4.10 32 X 6198B-14-inch Share. Weight, 14 pounds.... 1.65

# One-Piece Middle Breaker Bottom

Popular "Lone Star" Pattern Will work on any planter.

32 X 3758—14-inch Bottom. Weight, 15 pounds.....\$1.90

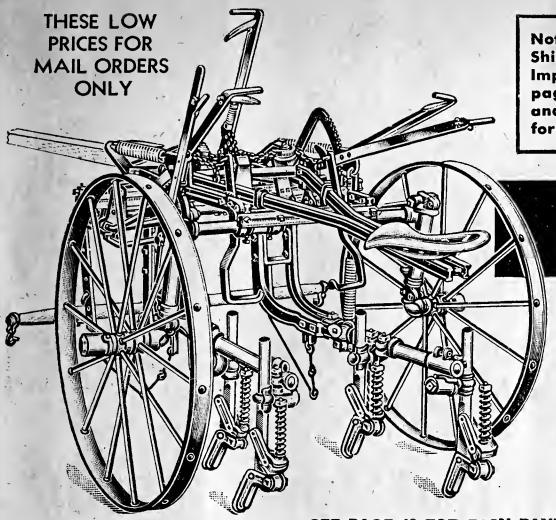


Polished and Blued Planter Sweeps Standard type planter sweep with

lug. Will fit any make of planter. 32 X 3483-18-inch Planter Sweep. Weight, 9 pounds......85c



32 X 3484—20-inch Planter Sweep. Weight, 10 pounds..... \$0.90 32 X 3487—22-inch Planter Sweep. Weight, 11 pounds.....



Note Convenient Shipping Points for Implements on this page. Save Time and Freight Charges for You.

SEARS SALE PRICE

6-Shovel Gangs

On Easy S5 DOWN

# DAVID BRADLEY PEDAL GUIDE AT SEARS LOW PRICES

Quick, easy shifting; Heavy, adjustable steel shields.

Gangs always remain parallel.

 Axle; easily adjusted for tread of 41 to 55 inches, suitable for 30 to 44-inch rows.

Seat; adjustable both horizontal and vertical.

It's a pleasure to cultivate with the Bradley Pedal Guide! Just an easy push on the foot pedals and the gangs shift to right or left.

The all-steel frame is well-braced. The 5 lever controls are in easy reach of the driver. Wheels are 42 in. high with 21/2in. flat tires. Can furnish concave tires instead, if desired. Shipped complete with pole, neckyoke, doubletrees and fenders, but no shovels or sweeps. For shovels and sweeps see page 79.

Shipped from Dallas, Sweetwater or Houston. Send orders to the one nearest you.

SEE PAGE 43 FOR EASY PAYMENT TERMS

32 XM 663—Cultivator with 4-shovel rear spring trip pipe beam gangs, without shovels or sweeps.
Weight, 516 lbs.....

32 X 663C—Set Diamond Point Shovels for 4-shovel gangs. Weight, 15 lbs. Extra.....

32 XM 664—Cultivator with 6-shovel rear spring trip gangs, without shovels or sweeps.
Weight, 522 lbs.

32 X 664C—Set Diamond Point Shovels for 6-shovel gangs.
Weight, 14 lbs. Extra.

32 XM 659—Cultivator with 6-disc 14-in. disc gangs.
Wt., 583 lbs.

\$55.90 

# BRADLEY Walking Cultivator



Our regular balanced-frame cultivator at a spec-ial reduced pricel Complete with handles, pole, double-trees and neckyoke, but no shovels. Shipped from Dallas or Houston only. Shipping weight, 275 lbs.

**32 XM 3570**—David Bradley Walking Cultivator with four-shovel parallel spring-trip \$29.85

gangs as illustrated less shovels or sweeps....

32 X 3570C—Set Diamond Point Shovels for above. Wt. 15 lbs.....

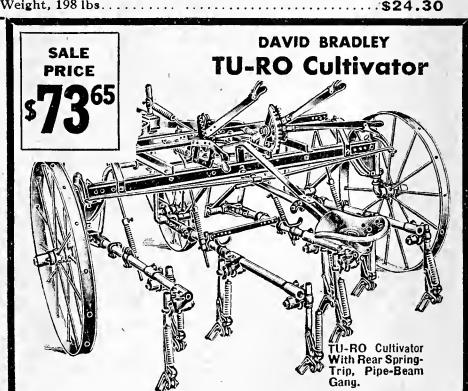
32 XM 3576—Extra Pair Spring Tooth Attachments to fit above cultivator. Weight, 52 lbs......\$9.25

# EASY Payments SEE PAGE



- -Steel runners, held in place by strong steel arches.
- —Handy lever raises and lowers discs and shields.
- -Individual angling lever for each gang beside seat. —Hooded shield regular equipment; protects small plants.

The Bradley "Go-Devil" has become a prime favorite in the Southern corn and cotton fields. Bradley Quality throughout, and it is offered until Feb. 28th at a Special Low Price. Practically all steel, it is built to with stand the hardest wear. Inner discs are 10 inches in diameter; center discs are 11 inches, and outer discs 12 inches. They are made of the highest quality, heat-treated, polished steel. Width adjustment can be made by shifting gangs in or out on the arch.



-Steel Frame, strongly trussed.

-Parallel gangs; shovels cut full width.

-Positive lever control.

-Adjustable for 36 to 48-inch rows.

-42-inch steel wheels, 3-inch concave tires.

-Convenient and easy gang control. When there's lots of cultivating to be done, and there isn't

When there's lots of cultivating to be done, and there isn't much time to do it, then you need a Bradley Tu-Ro!

Think of it! One man cultivates as much with the Tu-Ro as two men with two ordinary cultivators. And any boy who drives a team can operate the Tu-Ro. 4-horse balanced hitch furnished regularly. High wheels mean lighter draft and better cultivation. Grease cups on axle bearings. These are special low Prices until February 28th only. (ultivate your next crop the Tu-Ro way. Save time! Save money!

Shipped complete with pole, tongue truck, 4-horse eveners, and shields, but less shovels or sweeps from Dallas or Sweetwater only. See page 43 for Easy Payment Terms.

or Sweetwater	only. See page 43 for Eas	y Payme	ent	l'erms.
Catalog No.	Style of Gangs		Wt., Lbs.	Price
32 XM 3705	Cultivator with Rear Spring Trip 1 Beam Gangs	12	845	\$73.65
32 XM 3710	Cultivator with Rear Spring Trip Pipe Beam Gangs.	8	838	81.50
32 XM 3709	Cultivator with 12-Disc Gangs		994	
20 Y 270FC	Set of 12 Diamond Point	t Shovel	e (1)	- 00

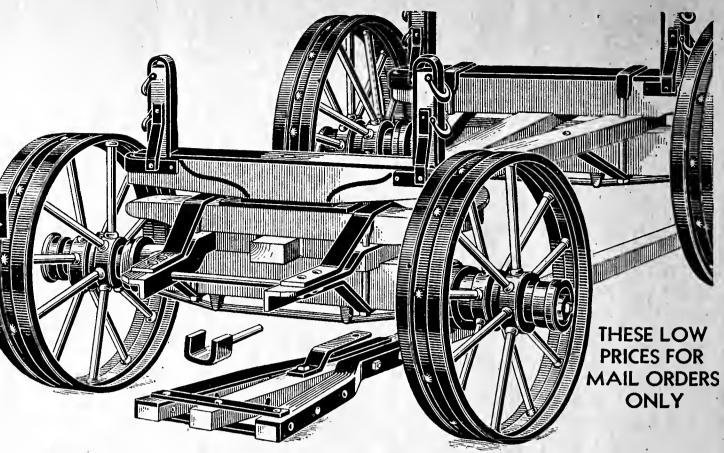
SEARS SALE PRICE

And Up

Sold on Easy Payments

**DOWN** 

Farm Trucks are Shipped from DAL-LAS, HOUSTON or SWEETWATER. Order direct from city nearest you.



# A First-Quality Truck That Shouts "VAI

- Gears, thoroughly seasoned hardwood. Heavy angle-steel hound. 9½-ft. reach.
- Axles, heavy select hardwood, 31/2 by 41/2 inches, dressed down about 1/8 inch; strongly trussed. Truss rod under axle for additional strength.
- Standard cast Skeins, 31/4 by 10 inches.
- Bolsters, select hardwood, well-ironed.

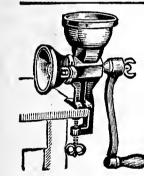
Steel wheels; full-forged with 4 by %-inch "Deep Gruv" steel tires. Wood wheels; best-quality hardwood, with 3 by %-inch steel tires.

Low Price alone doesn't spell "Value," the combination of high quality and low price surely does! Every part is full-sized, made of the best materials, rigidly braced and trussed where strength counts. A stronger truck than many offered at 5000 to 5500 lb. capacity rating.

This truck "takes the knocks" on your hauling jobs. It's a "Value buy" if there ever was one! Guaranteed to carry ANY Farm Load. You can get it during this special sale on Easy Payment Terms if you like; see page 43. BUY NOW! Track: Narrow, 56-in. tread, 38 in. between bolster stakes; wide, 60-in. tread, 42 in. between stakes.

> Steel Wheel Truck 1 Size Wheels 1 W/+ 156 Inchi60 Inch

Cat. No.				30-1HCH	
	Front	recar		Tread	
32 XM 8635	24 in.	28 in.	525	\$35.80	\$35.90
32 XM 8636	28 in.	32 in.	550	37.25	37.35
32 XM 8637	32 in.	36 in.	570	39.85	39.95
		Whee			,
32 XM 8638	36 in.	40 in. 1	710	\$51.45	\$51.55



## LA ESTRELLA Mexican Tortilla Grinding Mill

A sturdy mill for grinding boiled corn or nixtamel used 

Home Use Flour Mill

A hand mill for general home use. 4-inch cone burrs. Also grinds small grain coarse or fine, wet or dry for poultry feed, etc. Cap., 2 to 3 lbs. in 5 min., depending on fineness. Removable hopper. Wt., 9 lbs.

32 X 1649—Each.....\$2.29



# Strap-Back Singletree

Painted red, \$\%6\-in. wrought steel drop hooks. 2\% x28\-in. wood. \%4\-in. flat strap.

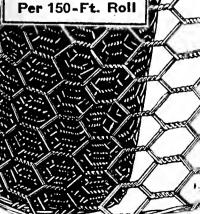
32 X 8460—Each. 30C



Selected hickory, varnished; heavy ring and ferrules. 40 in. long, 2%-in. center diam. 17-inch center plate.
Weight, 10 lbs.
32 X 8358....\$1.05



**SEARS** SALE PRICE



# **Galvanized Diamond** Mesh Netting

Take advantage of this Sale and order your season's supply of galvanized netting now. If you need netting you cannot afford to overlook this bargain.

For poultry yards, tennis courts, gardens, stucco work, etc., the 2-inch mesh is generally used. The 1-inch mesh is desirable for use at the bottom of fences to keep small chicks in and to exclude pests. Galvanized before weaving.

Shipped from Dallas or Houston, Texas. Send orders to city nearest you.

32 XM 6060

z-inch wiesh—No. 20-Gauge wife			
Height	Weight 150-Ft. Roll	Price 150- Ft. Roll	
12 inches	10 pounds	\$0.76	
18 inches	14 pounds	1.07	
24 inches	17 pounds	1.35	
30 inches	21 pounds	1.62	
36 inches	24 pounds	1.85	
48 inches	31 pounds	2.46	
60 inches	37 pounds	3.06	
72 inches	44 pounds	3.67	

32 XM 5454

I-I nci	1-Inch Mesh—No. 20-Gauge Wife			
Height	Weight <b>15</b> 0-Ft. Roll	Price 150- Ft. Roll		
12 inches 18 inches 24 inches 36 inches	23 pounds 29 pounds 42 pounds	\$1.64 2.37 3.02 4.13		
48 inches	56 pounds	5.49		



# WEARWELL Steel Wheels

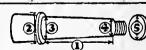
With "Deep Gruv" Tires

You can make your old wagon serviceable again with new wheels. During this sale the famous Wear-wells with "Deep-Gruy" tires are offered at a special low price.

The heavy %x%6-inch oval hot-forged spokes can't come loose, and the extra thick tire has a "Deep-Gruv" center to protect spoke heads. Hubs are best quality cast steel with

wide bearing surface and large grease capacity. Made to order to fit any tapered skein 2½x8 to 3½x11 inches or any straight axle 2x8 to 3x11 inches. Read "How to Measure," shown below. Allow 5 to 7 days for ship-

ment from factory near Peoria, Ill. 32 XM 8310 3x%-Inch Tire 32 XM 8311 4x%-Inch Tire Height Inches Each Wheel Each Wheel Wt..Lbs. \$3.45 3.75 3.95 4.45 4.90 5.10 5.75 \$2.95 3.70 3.89 4.40 4.40 24 26 53 55 57 61 61 65 68 71 78 28 30 32 81 89 36 38



#### **How To Measure Wagon Skeins**

Use calipers or cut square notch in edge of piece of cardboard to fit over each skein dimension. Give exact sizes; we allow Measure each skein separately from side to side for play. Measure each skein separately from side to side (horizontally), not from top to bottom, where most wear occurs. (1) Length, spindle; (2) Diameter, collar next to spindle; (3) Largest diameter, spindle; (4) Smallest diameter, spindle; (5) Largest diameter, nut. If skein differs from illustration, send for special order blank.

82 SEARS-ROEBUCK AND CO. SALE CLOSES FEB. 28, 1935

LOWEST PRICES

- Free-Floating Bowl . . . Ball Bearings . . . 200-lb. capacity.
- Skim-Milk Regulating Screw . . .
- Beadless Seamless Tinware.
- Bolts to any Table or Bench.
- Guaranteed to Skim as close as any Large Separator.



-Gears, shafting, four ball bearings, bowl and all working parts are built to the same standards as those of our regular Bradley ECONOMY KING separators.

Bolts to any table or bench as illustrated. Shipping case specially built to provide suitable bench for machine in use. Large, heavy combina-tion drip shelf and base.

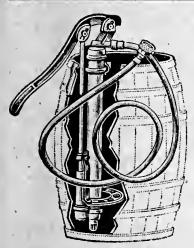
Nothing like it in performance or price! Full ball-bearing equipped . . . 400-pound capacity per hour and more. For close skimming, easy turning and quick cleaning it is equalled only by our floor model ma-chines. A full-sized separator in every sense of the word.

You'll be proud of this machine. It will easily pay for itself in a year—just with the butter fat it saves. For easy terms, see page 43. Shpg. wt., 125 lbs.

23 XM 364—400-1b.
Bench Model.
Sale Price......\$32.65



Sears Sale Price



# **Barrel Spray Pump**

Economy King, Jr.

on this separator. Look at our

guarantee . . . and the price!

this great little separator

meets the demand for a ball-

bearing table model with all the close-skimming advantages

of a larger machine. Shpg.

23 X 352-200-Lb. Table

wt., 46 lbs.

Sale Price. .

Model.

.The superb performance of

The lowest price ever offered

-1% -in. seamless brass pump cylinder.

All working parts brass or bronze. -1/2-in. by 29 in. steel air

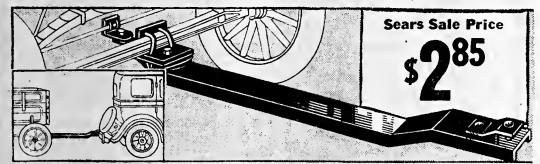
chamber. -Full-cupped plunger leathers.
-Dasher type agitator, adjustable.

Adjustable bracket for attaching within a tub or any height barrel. Strainer is easily removed for cleaning. Barrel not included.

32 X 2629—Pump Complete with 8 feet 

32 X 2628—Pump only without hose or nozzle. Shpg. wt., 30 lbs......\$4.95





# You Can Make a Trailer for Less with This Hitch

- "Fifth wheel" principle. Principal bolts are steel.
- Drawbar, 1x2x16-inch channel, 4 feet long.
- Clamps securely to tie rod. Follows front wheels of pulling car—no zigzagging, swaying, or cutting corners.

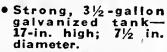
A thoroughly dependable trailer hitch at a very low price. Puts your

old Model "T" or Chevrolet back in "circulation" as a high speed farm

32 X 8489—For Model "T" and Chevrolet only. Shpg. wt., 15 lbs.....

32 X 8488-Housing\_Plate and Radius Rod Supports. (For Model "T" when pan is removed.) Shpg. wt., 11 lbs...........\$1.35

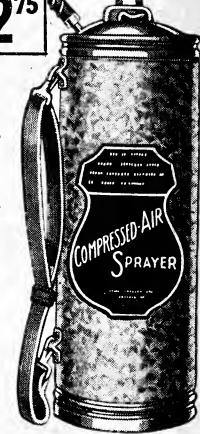




- Seamless, 134 -inch brass pump cylinder with replaceable check valve. Quickly produces pressures of 50 to 60 pounds.
- · Automatic shut off. • Complete with 20

in. of %-in. hose; non-kink guard; 2 ft. brass extension; angle; nozzle and carrying strap. No matter what your

spraying needs may be, here's a sprayer that will fill the bill. Nothing better for spraying insecticides on garden vegetables or vines. Shpg. wt., 9 lbs. \$2.75



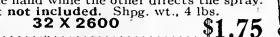
# **Bucket Spray Pump**

Pumps on up and down strokes. Continuous pres-

-Develops 150 lbs. pressure. parts.

Height overall, 25 inches.

Serves practically any spraying need. Gives continuous even spray. Can easily be operated with one hand while the other directs the spray. Bucket not included. Shpg. wt., 4 lbs.





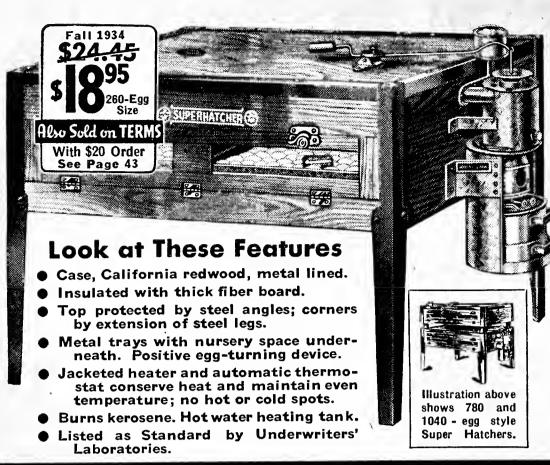
#### Morton's Smoke Salt

Sears Sale

This high grade meat salt is saturated with the flavoring and preserving qualities of wood smoke and is blended with a delicious sugar cure. Free from shrinkage and with the rich juices saved, your meat will have a delicious, distinctive flavor. Shipped with complete instructions. Shipping weight, 12 lbs.

43 X 650—Curing Salt. 





# SUPER-HATCHER PRICES CUT ALMOST 25% FOR THIS SALE

The Sears Super Hatcher has everything! Fine appearance—big value—and it's a "hatching wonder"! Ever since Sears put this great incubator on the market it has been a prime favorite with Southern poultry raisers, because its price is low and its chick production big. Now that the price is still lower for this sale, you can't afford to be without a Super Hatcher.

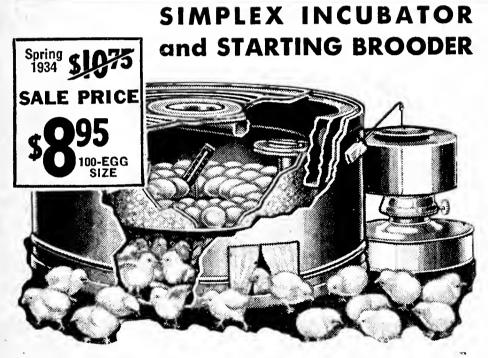
Correct heat control, thick fiber board insulation, accurate and efficient egg turning-all play their part in making Super Hatcher famous. Shipped from Dallas or Houston. Order from nearer city.

Catalog Number	Cap. Eggs	Ht. In.	Lgth. In.	No. of Trays	Wt. Lbs.	Price
32 XM 2960 32 XM 2961 32 XM 2962 32 XM 2963	130 260 390 520	32½ 32½ 32½ 32½ 32½	41 51 67 68	1 2 3 4	80 116 158 190	\$14.95 18.95 25.50 32.50

The 780-egg size consists of two 390-egg incubators doubledecked; the 1040-egg size consists of two 520-egg incubators double-decked. Either deck can be used separately.

32 XM 2964 780 48 67 6 325 \$51.00 32 XM 2965 1040 48 68 8 385 66.00

# No Prices Like These Sears History



# SALE PRICE SAVES ALMOST

- —Hatched chicks drop into nursery space below.
- -All-metal construction, except insulation.
- -Copper hot-water radiator entirely surrounds egg chamber, assuring uniform temperature; no cold corners or side walls.

The Simplex har a reputation as an excellent hatcher. The radiator is big; maintains steady temperature day and night under all ordinary conditions. Eggs are shielded against contact with direct heat by a ring of insulation which has an air space between it and the heated tank. Top insulated by thick fiber board.

Glass window permits inspection of thermometer without removing top. Reliable thermostatic regulator holds temperature at required point.

100-egg machine, 25 in. diam.; 150-egg machine, 29 in. diam.; both 10 in.
high. Also fine for hatching turkey, duck, pheasant, quail, or any gamebird eggs. Kerosene lamp with burner, thermometer and instructions
included. Shipped from Dallas or Houston. Order from nearer city.

32 XM 2988—100-egg capacity. Shpg. weight, 48 lbs. . . \$8.95 32 XM 2989-150-egg capacity. Shpg. weight, 56 lbs...\$10.95

# BABY CHICKS.. Pure Strains.. Hardy Stock

Buy Baby Chicks from Sears with the same assurance that you have bought practically everything else for the home

kind that will make most profit for you. Write for our Special Baby Chick Price List DSBCX.



# RADIO Oil-Burning Canopy Brooder

Wickless type burner... Thermostatic needle valve control... Self-centering, smokeless chimney, porcelain enameled... Heavy, one-gallon fuel tank with gauge on top... Burner, with positive eccentric hand wheel adjustment... Flexible, seamless brass oil pipe, with brass connections... Burner bowl, combustion tubes, and other burning parts are zinc plated to prevent corrosion... Housing is heavy gauge steel with hard enamel finish... Canopy is galvanized steel, with adjustable top damper.

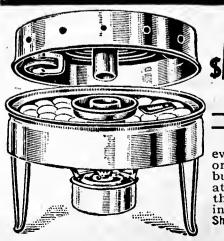
Burns kerosene with a hot blue flame. No soot, smoke or odor. Just

**Extra Lighting Rings** 

Burner uses a woven asbestos lighting ring with wire insertion which requires replacing only few times a season. One ring furnished with brooder. Order an extra package with brooder and have them when needed.

Weight, 8 oz......55c

# Little Brown Hen INCUBATOR



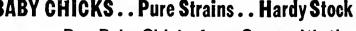
# PRICE CUT 25%

---50-Egg Capacity. 15 in. high, 18 in. diam. Felt lined nest.

-insulated double wall and top.

 High quality brass burner. Accurate thermostat regulator.

Durable all metal; will easily maintain even hatching temperature under any ordinary conditions. Hot air heated, burns kerosene. Easy and safe to oper-ate. Complete with high grade tested thermometer, moisture pan and simple instructions. Brown enamel finish. Shipped from Dallas or Houston. \$4.25



and farm! We specialize in quality stock-the

C

# Don't MISS These Buys!

#### Incubator Thermometer

White porcelain enameled. Magnifying tube. Hatching zone indicated on scale. Mercury column. Tested and guaranteed. Shipping weight, 8 ounces.



32 X 3013—With stand as illustrated... 45C 32 X 3012—Without stand.................. 36c



#### **Brooder Thermometer**

-Metal back-yellow enameled with black scale.

-Length, 41/2 inches; width, 1 inch.

Magnifying tube, red column. Can be suspended or fastened to block. Suitable for use with any type brooder. Shipping weight, 8 ounces.

32 X 3019—Each......18C

# Automatic Egg Grader

Automatic-quick acting Weighs in ounces per dozen eggs. No springs. Steel, lacquer finish. Strong and durable. Shpg. wt., 1 lb. 6 oz. 98c







Improved DISTILLATE TYPE, OIL-BURNING BROODER

Burns kerosene, distillate or furnace oil . . . Heater drum—18 inches diameter. Height, 21 inches . . . Round, cone-shaped galvanized canopy, 42 in. diam . . . Automatic sight feed valve; thermostatic fuel control . . . Deflector top-circulates fresh air under canopy . . . Galvanized fuel tank-8 gallons cap. No stand furnished, use a box or build a simple stand.

Here's what you have been looking fora trouble-free, oil-burning brooder. The new Sears quick-removable clean-out burner will burn continuously for two weeks or more without becoming clogged with carbon, and without noticeable lessening of heat output. Saves fuel, time and labor. To clean, just lift out the burner, dislodge what little carbon has been formed, dump it out and replace the burner. It's done in a jiffy before the stove has had time to cool or your chicks to be come chilled.

Uses 5-inch stove pipe (Not included). Shpg. weight, 68 pounds.

32 XM 2920 Heater with canopy.....

# POULTRYMEN.. This Quality Has Always Cost More



# Large Capacity Feeders

-Heavy galvanized steel. Both sizes 81/2 in. wide, 21-In. Long 7 in. high.

Popular feeder for chicks and young growing stock. Easy to fill and clean. Chickens cannot roost on top or sides. Guard prevents waste of feed.

32 X 3159—21 inches long, 16 openings on each side. Holds 10 quarts. Shipping weight, 5 pounds...... 32 X 3163—35 inches long, 27 openings on each side. Holds

17 quarts. Shipping weight, 8 pounds.....

#### **Baby Chick Feeders**



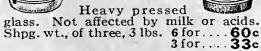
Galvanized, Sliding top. No seams, rivets or solder. Smooth

#### Mason Jar Fountains



For chicks or fowls. Jar not included. Diam.,  $5\frac{1}{2}$  in.

32 X 3133



32 X 3132-Galvanized steel. Shpg. wt., of three, 1 lb. 12 oz. 3 for. 18c

#### Low Priced Poultry Waterer

Inexpensive, but good. A very popular style; strongly made. Pan is crimped to provide a close fit and easy drinking. The top is flat for easy filling and cleaning. 1-GAL. All galvanized.

32 X 3217—1-gallon. Weight, 2 lbs.38c 32 X 3218—2-gallon. Weight, 3 lbs.53c 32 X 3219—3-gallon. Weight, 4 lbs.68c



For complete information on Sears Champion Plain and Roller-Bearing Mills and Steel Towers, write for Special Champion folder, D7198X.



Double gears and pinions. -Coil spring governor. -Heavy cast main frame.

-Extra heavy wheel shaft. -Ball bearing turn table.

#### Combination Seeder and Cultivator



■ Malleable iron frame—high arch. 16-inch wheels. 11/2 inches wide.

Cultivating tools high carbon steel, oil-tempered, sharpened.

Rotary seeder brush insures even flow, no cracked seed. 2-quart hopper.

quality, efficient practically any garden seed. The combination outfit can be used either as a hill or drill seeder, or single or double wheel cultivator. Seeder plants in a continuous drill or in hills 6, 8, 12 or 24

inches apart. Cultivator attachments include 2 hoes, 2 plows, 4 weeder teeth, 2 leaf guards and wrench.

32 X 6149—Combination Hill and Drill Seeder, Single and Double Wheel Cultivator.

\$13.75 

Light-Weight Garden Cultivator

A light-weight, sturdily constructed easy running cultivator. Hardwood handles, adjustable for height. A handy tool for the small garden, and for women gardeners. Eliminates drudgery of hand hoeing and weeding. 32 X 6207-Wt., 20 lbs.\$2.80 Harness the Wind with a Champion

The wind is one of Nature's best and cheapest servants-harness it The wind is one of Nature's best and cheapest servants—narness it with a Sears Champion! The plain bearing Champion has extra large bearings, constantly bathed in oil. Roller bearing models are equipped with heavy-duty Timken tapered bearings on main shaft and pinion shaft. Wheel and vane made of heavy-gauge galvanized steel. Oil-tight gear case serves as oil reservoir; requires filling only once a year. (Oil furnished with mill.) Gears, pinions and wrist pins run in oil bath. Positive action oil pump supplies oil to cross head and to wind-wheel shaft bearings. Gears enclosed in dust and water-proof galvanized Gears enclosed in dust and water-proof galvanized shaft bearings. steel helmet.

Sears Windmills and Towers are easy to erect. We supply clear and complete illustrated instructions for erecting. Shipped from Dallas, Houston or Sweetwater, Texas. Send orders to city nearest you. Price of windmill does not include tower or pump pole.

aring Plain Bearing Mills Roller D Catalog Wt., Catalog Size. Price Price Lbs Wheel Number Lbs. \$27.25 32.50 32 XM 4073 38.50 32 XM 4074 51.00 32 XM 4078 6 feet 32 XM 4070 8 feet 32 XM 4072 9 feet 32 XM 4074 10 feet 32 XM 4077 275 340 380 525

Windmill prices do not include pump pole. Order separately.

32 XM 4067—Wood Pump Pole. Wt. per ft., 1 lb. Per foot.5c

## 4-Post Galvanized Steel Windmill Towers

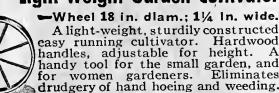
Built especially for Sears Champion Mills. Double-girted type, with 4 posts of 2x2x/8-inch steel angles. Heavy angle steel girts and galvanized twisted cable braces every 6 feet.

Cat. No.	Ht., Tower	Weight	Price
32 XM 4080	24 feet	380 pounds	\$27.00
32 XM 4081	30 feet	475 pounds	34.00
32 XM 4082	36 feet	570 pounds	42.00

**SALE ENDS FEB. 28,1935** 

85 **SEARS** 







ONE STAR

A Great Texas Favorite \$4 DOWN More Value Than Ever

LEATHER—Made throughout of selected russet saddle leather. TREE-14-inch, Beef hide covered, Famous "White River" Pat-

tern: 14-inch bulge. Leather covered steel horn with steel fork. SEAT—Seat, jockey and leather-bound cantle in one piece.

• SKIRTS—Sheepskin wool lined, 14x27 inches, extra wear guards. Beaded border rosettes, hand tooled corners, nickel rings, dees, and ornaments. Full hand laced throughout. No rivets used. Solid front with coat straps.

• FENDERS—Extra heavy; 8½x18 inches.
• STIRRUP STRAPS—Heavy 3-inch x 5½ feet with extra liner at

STIRRUPS—2-in. metal bound; leather-covered bottom and bolt. TIE STRAPS—1½-inch to cinch, off buckle straps, 1¾ inches. CINCHAS—12 and 15-strand California Angora. Leather safes.

## A Full-Sized Roping Saddle

Hundreds of Texas riders have chosen the Lone Star because its comfort, style, strength and workmanship is rarely approached by many much higher priced saddles. We're proud of the Lone Star—proud to be able to offer such an outstanding saddle at such remarkable sale prices.

Shipping weight, 43 lbs.

10 x 1394—Sale Price.

10 x 1394—Sale Price.

\$37.45



EXAS ACE

With Hand Tooled Floral Design . . . New Low Price

Sold on Easy Payments

\$5 DOWN

LEATHER—Made throughout of selected, heavy russet saddle

TREE—15-inch beef hide covered, famous "White River" style; steel fork and steel horn, leather covered; 14-inch bulge.

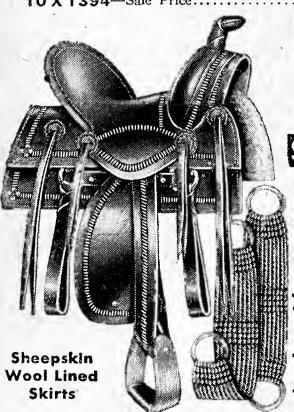
**SEAT**—Seat, jockey and bound cantle all in one piece; low cantle.

• SKIRTS—Extra-heavy 14x27½ inches; wool sheepskin lining. • STIRRUP STRAPS—Extra-heavy and 3 inches wide; extra liner at stirrups; fenders 81/2 x18 inches; stirrups metal bound with leather covered bottoms and bolt.

TIE-STRAPS-11/2-inch to cinch, off buckle straps, 13/4-inch; with coat straps.

CINCHAS—12 and 15-strand, California Angora, with leather safes under rings

• NOTE THESE FEATURES:—All rings, dees and conchas are nickeled on brass (not on iron). Design on all parts is HAND TOOLED!



Sears SALE PRICE CASH

Sold on Easy Payments

With \$20 Order See Page 43

## OUR DANDY Saddle

LEATHER-Russet.

TREE—14-inch; about 10-inch bulge; leather covered steel horn and steel fork.

**EAT**—Full seat, jockey and cantle in one piece.

KIRTS-11 x 201/2 inches in size; genuine sheepskin wool lined.

-STIRRUP STRAPS-1½-in. wide; buckles for adjustment. Fenders, about 6½x13½ in. Wood stirrups, leather bottoms. Cinch straps, 1 in. latigo leather. -GIRTH-Double, 14 Strand hair. One of the greatest saddle bargains ever offered. Shpg. wt., 21 lbs.

86 © SEARS, ROEBUCK AND CO.

10 X 1484 Sale Price....\$15.95

Sears SALE PRICE

Sold on Easy Payments

\$4 DOWN

### **PEERLESS** Saddle

-LEATHER-Russet.

-15-in. Leather covered steel horn and steel fork. Leather covered rings, 13-inch bulge.

—SEAT—full; seat, jockey and Leather Bound cantle in one piece.

-SKIRTS—Heavy 12x24 inches sheepskin wool lined.

-STIRRUPS—Straps, 2 inch with extra liner at stirrup; buckles for easy adjustment. Fenders, 8x15 inches. Wood stirrups, leather

Sheepskin

**Wool Lined** 

Skirts

-GIRTHS-15 Strand Hair. Cinch straps, 11/4 inch Latigo Leather. Built to meet the demand for a popular-priced, waffle-pattern stamped saddle. For easy terms, see page 43. Shpg. wt., 29 lbs. 10 X 1489—Sale Price.....



-Made from high grade VIT-A-TAN black steerhide leather. Laps stitched with well-waxed linen thread—also riveted.
 Full length and width as shown in price tables below.

Cat. No.	Size	Shipping	Set for
	In. Ft.	Weights	2 Horses
10 X 2261 10 X 2262 10 X 2263 10 X 2264 10 X 2265 10 X 2266	1 x16 1 x18 1 x16 1 x16 1 x16 1 x16 1 x16 1 x16	4 lbs. 4 oz. 4 lbs. 12 oz. 5 lbs. 5 lbs. 4 oz. 5 lbs. 12 oz. 6 lbs.	\$2.48 2.79 2.89 3.20 3.35 3.53

Metalto-Metal Style  $\mathbf{n}68$ 1 1in.x16 Ft.



Same quality leather and construction as the lines above

except with metal-	-to-metal wear		
Cat. No.	Size In. Ft.	Shpg. Wts.	Set for 2 Horses
10 X 2250	1 x16	5 lbs. 6 oz.	
10 X 2251	1 x18	5 lbs. 10 oz.	3.10
10 X 2254	1½x18	6 lbs. 5 oz.	3.53
10 X 2255	1½x20 1¼x18	6 lbs. 9 oz. 7 lbs. 2 oz.	3.76 3.95
10 8 2258	1 1/4 x20	7 lbs. 6 oz.	7111

#### **Lankford Collar**

-White canvas rim and shoulders; heavy duck face. Cotton fiber

stuffed. -Straps to buckle around hame. -Draft about 171/2

inches. State size.

10 X 34	<b>68</b> —-Ea. <b>89c</b>
Size	Shpg. Wt.
16 in.	7 lbs. 4 oz.
17 in.	7 lbs. 4 oz.
18 in.	7 lbs. 6 oz.
19 in.	7 lbs. 8 oz.
20 in.	7 lbs. 10 oz.
21 in.	8 lbs.
22 in.	8 lbs. 8 oz.





# All-Leather **Chrome Face Horse Collar**

- -Heavy split chrome leather face, russet split leather back and rim.
- -Rye straw stuffed.
- -Thong laced inner and outer seams.
- -Buckle and billet top; sole leather top pad.
- →Draft, about 15 inches.

Not an ordinary threadsewed collar, but has thonglaced inner and outer seams. The finest collar we've ever sold at this price! State size wanted.

10 X 3421						
Size	Shpg.	Wts.	Each			
16-inch	7 lbs.	6 oz.	\$1.85			
17-inch	8 lbs.		1.90			
18-inch	8 lbs.	4 oz.	1.95			
19-inch	8 lbs.	8 oz.	2.00			
20-inch	8 lbs.	10 oz.	2.10			
21-inch	8 lbs.	12 oz.	2.20			

FOR

# **Leather Horse Collar With Ticking Face**

- -Heavy striped tick face.
- -Russet split leather back and rim; thread sewed throughout.
- -Rye straw stuffed.

SALE

16-Inch

108

- -Buckle and billet fastener and sole leather pad.
- -Wear leathers at draft; reinforced at throat.
- -Draft, about 141/2 inches.

A popular collar at a low price. You make no mistake in choosing this collar. In spite of its low price. it has quality and strength often missing in collars selling for more! State size wanted.

. . . . . . . . .

	10 X 3409						
Size	Shpg. Wts.	Each					
16-inch	5 lbs. 8 oz.	\$1.08					
17-inch	5 lbs. 10 oz.	1.13					
18-inch	5 lbs. 12 oz.	1.16					
19-inch	5 lbs. 12 oz.	1.19					
20-inch	6 lbs.	1.23					
21-inch	6 lbs.	1.28					

#### **Best Bonnet Style**

-1 $\frac{1}{8}$ -in. wide crown. -1 $\frac{1}{4}$ -in. stitched

 Heavy connected, large size pigeon wing blinds. Brass wing blinds. spots.
With throat strap.

Without reins:

A much heavier and better bridle than this money usually buys. Shpg. weight, 3 lbs.6 oz.

10 X 2020 Sale Price. \$1.45



## **WINNER** Bridle

• 1%-inch crown.

3 lbs.

•11/4 - in. stitched cheeks and sewed pigeon wing blinds.

• Double and stitched connecting brace riveted and sewed to blinds, with throat strap, without reins. Extremely long wear-g. Sturdily made in mg. every detail. Shpg. wt.,

10 x 2058 \$1.19 Each,  $\dots$ 



# **ECONOMY** Bridle

- -Made of natural-brown color harness leather.
- -11/4 -inch stitched cheeks.
- -Concord Blinds.
- -Without throat latch or reins.

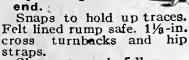
Just the thing for everyday work around the farm. Shipping weight, 2 lbs.

10 X 2028 Sale Price, Each.....85C



# Jersey Breeching

body 21/8 in. x 39 in. folded with 11/4 in. layer ring in end.





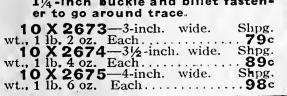
Inches long.

Metal loop a buckle; riveted. and

Splendid straps of unusual quality. Wt., of 6, 1 lb. 8 oz.



-Made of high grade harness leather, about 42 inches long with felt lined center. 1¼-inch buckle and billet fastener to go around trace.



#### **Breast Chains**

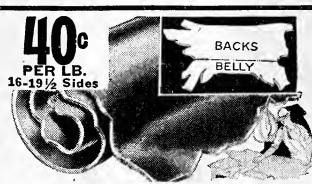
Polished steel chain. Length includes end and

Length medical center snaps.

10 X 4054 — 28inch. Shpg. wt., 2 lbs. 6 oz.
Sale Price, each... 52c

10 X 4053 — 32-

10 X 4053 — 32-inch. Shpg. wt., 2 lbs. 12 oz. Sale Price, each. 61c



#### Steerhide Harness Leather

Best black bark tanned packers' steerhide. We ship as near weight ordered as possible and charge for quantity sent. Sold only in full sides, backs or bellies, as listed.

10 X 7763		16 to 191/2	40c
10 X 7764 10 X 7767 10 X 7768	Backs only	20 to 24 13 to 16½ 17 to 19	42° 48° 50°
10 X 7771		4 to 6	26c

## **Handy Leather** Repair Bundle

One'pound assorted leather strips for repairing harness, saddles, etc. Shpg. wt., 1 lb. 3 oz.
10 X 7772—Bundle...25c

1/2-inch Cut Lacing

About 50 ft. assorted lengths in rawhide, chrome and gambier leather. Shpg. wt.,

10 X 7774—Bundle......40c



Chain Traces at Sale Prices

-7 feet long. - Eight links per foot. -1/4-inch straight link chain. Shpg. wt., each, 3 lbs. 10 oz.

10 X 4080

Each (1 chain) . 38c Pair (2 chains) 72c

SEARS, ROEBUCK AND CO. C 87



# GIGANTIC CLEARANCE



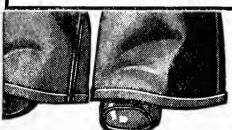
#### Out They Go!

- Strong 2.20 Wt. White Back Indigo Blue Denim
  High, Fancy Waistband
  24-In. Bell Bottoms

Not many left. And they'll go to hot cakes. "Hot tamale like hot cakes. "Hot tamale style" in the Mexican manner.

For work or outing wear. Women and girls wear them, too. SIZES: Even waist sizes 28 to 36 in. and 30 to 34 in. inseam. State measurements. Shpg. wt.,

1 lb. 12 oz. 41 X 709 Spanish Type





- Tough, Olive Drab Cot-ton Khaki Twill
- Double Knees; Laced **Bottoms**
- Strongly Reinforced
- Two Hip Pockets

#### 54.50 Value

- Heavyweight All Wool Olive Drab Army Coat
- Coat

  Lined Throughout
  With Strong Cotton
  Twill Lining.

  Semi-Form Fitting
  Back. Reinforced

Huge government purchase MUST GO at a fraction of what it would cost

SIZES: Even chest sizes 36 to 40 in. State chest

All Wool Army Coat.... \$1.19





# PAGES OF SACRIFICE PRICES!!!

Odd lots . . . limited quantities . . . closeouts . . . all at record-smashing bargain prices! Values you won't be able to duplicate elsewhere. We won't carry them over . . . so out they go! The early shopper gets the cream of these bargains. Be sure to state first, second and third choice. Where the selection is left to us you can be assured of equal or better value. Play safe . . . order early!



# Last Chance at

- Handsome, all wool and worsted cheviot.
- Hollywood cushion shoulders. Crescent pockets.
- Wide 22 in. trousers bottoms.
- High overlapping waistband with
- Snappy pleated tattersall vest.

# **Be Wise** Order Now!

A style that went like wildfire-sold so fast that now we have only 562 of these superb suits left. So we've cut the price to make them whirlwind bargains.

SIZES: 34 to 42 in. chest; 28 to 39 in. waist; 29 to 35 in. inseam. State measurements. Shpg. wt., 5 lbs. 8 oz.

45 X 5143—Dark Blue Cheviot, Faint Herringbone \$11.45





#### Worth a Lot More:

-Choice of medium weight brown or gray strong cotton worsted suiting. -Wide cuff bottoms. Regular pockets. Tailored dress Pants! Do not confuse with cheaper "overall" types! State age-size. Shpg. wt., 1 lb.





# Cash Saving!

-Black waterproof embossed artificial leather coat.

-Warm cotton fleeced back.

-Belt all around.

Your chance to save on this water proof coat! **40 X 2524**—Coat. ALL SIZES: 4 to 12 yrs. State age-size. Shpg. wt., 2 lbs. 6 oz.......87c

40 X 3912—Helmet to match. Small, medium or large. State size. 24c Shpg. wt., 9 oz...24c

# **Amazing Clearance!**

- -Brown novelty weave cotton suiting.
- Slipover sleeveless jacket with elastic bottom and emblem on pocket.
- -Longies to match.

Mothers . . . look! His school outfit . . . at less than you've ever paid for such a value!

ALL SIZES: 3 to 9. State age-size. Shpg. wt., 1 lb.

40 X 3115 — Brown Cotton ..\$1.00 Suiting.....

Low Prices and Extra Savings for Mail Orders Only.,





# **Grouped for Quick Clearance**

- -Beautiful assortment of chic styles.
- -Fine quality washable cotton chamoisuede Fabric.
- Slip-on or snap wrist styles.
- -Smartly trimmed with contrast piping and stitching.

Complete disregard of former prices! We want to clear all these lovely models AT ONCE, so we've grouped them at this sacrifice price. Because of the large assortment of styles, and the limited quantities on each, selection must be left to us.

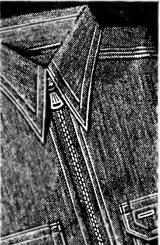
33 X 5840—Mode.

33 X 5841-Black 33 X 5842-Brown

Half sizes, 6 to 81/2. State size. Shpg. wt., 2 oz.



Convenience!



- —Heavyweight covert cloth cotton
- -Firmly woven
- Handy slide tastener
- Two roomy button-
- Pencil compartment in
- one pocket

-Non-rip sleeve facings

SCORING AGAIN. Showing America the last word in workshirt convenience—the slide fastener neck. We picked an extra rugged, extra tough fabric—the kind you garage men, gas station attendants, and mechanics are looking for. An extra heavy cotton covert cloth that resists oil, grease and dirt. And we put the price down . . . down to this unbeatable figure.

33 X 686—Blue 33 X 687—Gray Half sizes, 14½ to 17. State size. Shipping weight, 14 ounces.



33 X 779-Navy

Even sizes,

34 to 46 in.

Order actual

chest measure. Shpg. wt., 1 lb. 4 oz

EACH

through flap pockets Triple stitched at every main seam

**SEARS** 



# 200,000 PAIRS SACRIFICED! CLEARANCE for MAIL ORDERS ONLY











# Famous Windproof Rainproof Topcoat At A New Low Price

Sturdy cemented non-rip seams. Full cut and generous overlap. Adjustable button collar. Come in Misses' and Women's sizes. Sizes: 14-16-18-20 years. Bust: 32-34-36-38-40-42-44 inches.

Lgths., abt. 48 in. State bust measure.

Cotton Tweed with Rubberized Back. 17 X 5900—Medium Tan. \$2.79

Swavel Cotton Suede Cloth—Plaid Back.

17 X 5905—Chestnut Brown.

17 X 5906—Medium Green.

7 17 X 5906—Medium Green. \$2.79

Double Texture Cotton Jersey—Plaid Back.
17 X 5910—Reindeer Tan.
17 X 5911—Medium Green.
17 X 5912—Light Navy Blue.
\$2.79

Shipped from New York. Order direct from Y. Figure postage from Sears nearest Mail Order House. Shpg. wt., 4 lbs.

SEARS-ROEBUCK





Every woman needs at least one jacket. Here is your big chance to get a fine bargain. Sturdy "Swavel" Cotton Suede Cloth styled in the smart Cossack manner. Assorted

"Zip" or button closings!
Misses' and Women's Sizes: 32 to 38 in.
bust measure. State bust measure and
first and second color choice.

17 X 92—Chestnut Brown, Skipper ue, Cardinal Red or Tan \$1.89 



The style jacket you'll have a hundred good uses for! We've got it in smart Cotton Suede "Swavel" Cloth and fine quality artificial leather in styles like or similar to pictures. Made to stand lots of hard wear.

Misses' and Women's Sizes: 32 to 40 in. bust measure. State bust measure and first and second color choice.

17 X 90—Brown, Tan, Navy Blue, Green or Black..... Shpg. wt., 3 lbs. 8 oz.

All jackets above are representative of a group of excellent styles. Therefore, our stylist will make a selection in your size guaranteed to satisfy—or your money refunded! Order direct from New York. Figure postage from Sears nearest Mail Order House.



A Sale long to be remembered! Marvelous reductions on our better coats. Just think, you can get your smart spring model at a grand bargain price! Excellent quality medium weight materials. Good looking Fancy Tweeds, Crepes and sturdy Homespun effects. Contain from thirty to seventy per cent Wool balanced with long staple Cotton and soft lustrous Rayon for extra strength and richness. Lined with fine wearing Rayon and Cotton. Tailored to give your figure slim distinction. The three coats pictured are representative of the various styles included in this lot. Our stock is not complete in every size, but you state actual bust measure, and our stylist will select a coat guaranteed to satisfy—or your money refunded! A grand opportunity to get a great value NOW?

Womens' and Misses' sizes

17 X 75—Med. Tan. 32 to 42 in. bust.
17 X 76—Med. Gray. 32 to 40 in. bust.
17 X 74—Med. Green. 32 to 36 in. bust.
17 X 73—Med. Blue. 32 to 38 in. bust.
17 X 72—Med. Tan. Stouts: 39 to 51 in. bust.

ALSO IN JUNIOR MISS SIZES

13 to 19 years, to fit 31 to 37 in. bust measure.

17 X 79—Med. Tan only.

Shipped from New York. Therefore, order direct from N. Y. Figure postage from Sears nearest Mail Order House.

Shipping weight, each, 4 lbs.

spring coat you've been wanting, and get it at a real bargain price! The coats included in this big sale event are the young trim tailored types that flatter and slim your figure. All in medium weight fabrics, nubby sportsy Tweeds, sturdy Homespun effects and Crepes. The Wool content ranges from thirty-five to seventy per cent, balance Rayon and Cotton for durability. All coats are lined with Sateen or Rayon and Cotton. Because of an incomplete stock, our stylist will select a coat in

your size, and we guarantee you'll like it!

Junior Sizes: 13 to 19 years to fit 31 to 37 in. bust measure. State actual bust measure

17 X 81—Med. Tan.

17 X 80—Navy Blue. 17 X 81—Med. Tan. 17 X 83—Med. Green. 17 X 84—Black. Sizes: 15 to 19 years only.

\$4.98

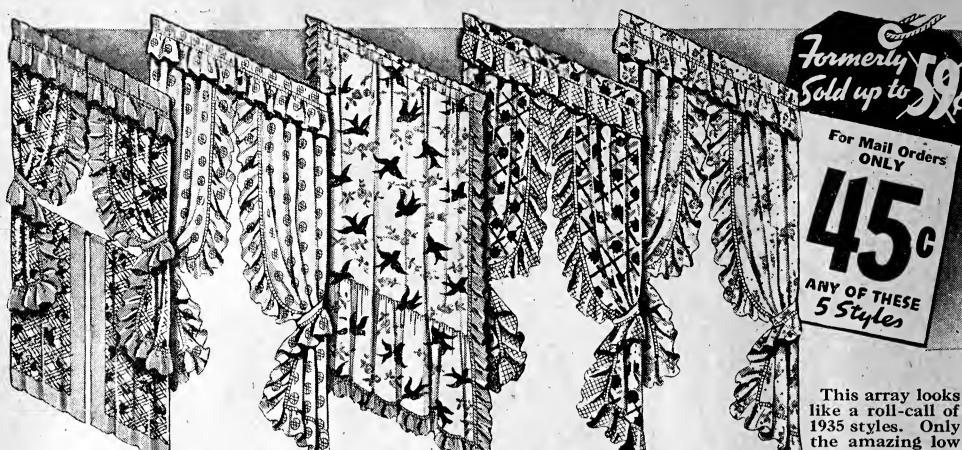
MISSES' AND WOMEN'S WOOL CREPE COATS

17 X 77—Navy Blue. Sizes: 32 to 40 in. bust.
17 X 78—Black. Sizes: 34 to 42 in. bust.
(Values \$6.98 to \$8.98) Now
Shipped from New York. Order direct from N. Y. Figure postage from Sears nearest Mail Order House. Shipping weight, each, 4 lbs.

SALE ENDS FEB. 28, 1935

\$6.98

SEARS, ROEBUCK AND CO. C



Cottage Set

Cotton Marquis-ette prints. Colors: rose, blue or orchid on cream ground. and first second choice of catalog numbers and colors. Top curtains, each 21 by 45 in.; sash curtains, each

21 by 35 inches. Shpg. wt. 6 oz. 24 X 5244 45c

Priscilla Style

Cotton Voile prints. Colors: blue rose, gold or green on cream ground. Size, each side, 20 inches wide by 21/4 yards long. Tiebacks included. State first and second choice of catalog numbers and colors. Ship weight, 8 ounces. Shipping 24 X 5386 45C **Betsy Ross Style** 

Cotton Marquisette prints; fast color ruffles. Colors: rose, blue, green or gold predominating on cream ground. Size, 39 in. wide by 21/4 yds. long. State first and second choice of catalog numbers and colors. Shpg. wt., 5 oz. 24 X 4972 45C Priscilla Style

Cotton Voile prints; ruffles in checked gingham effect. Colors: rose, blue, green or gold on cream ground. Size, each side, 21 in. wide by 2 1/4 yds. long. State first and second choice of catalog numbers and colors. Shpg. wt., 8 oz. 24 X 5387 45C Priscilla Style

Cotton Marquis-ette in floral prints. Color: green predominating cream ground. Size, each side, 29 inches wide by 21/4 yards long. State first and choice of numbers. Shipping weight, 7 ounces.

24 X 5290 45C

like a roll-call of 1935 styles. Only the amazing low price tells you it's strictly a Sears clearance. Colors fast as any prints of this class. State first and second choice of catalog numbers and colors. Should curtains you order be entirely sold out, we will send your second choice.

BIGGEST CURTAIN YEAR We've Ever

What's Left Goes for "PRACTICALLY A SONG"



Nothing held back, everything goes! Styles and designs famous at higher prices. Colors fast as any prints of this class. State first and second choice of catalog numbers and colors. Should curtains you want be entirely sold out, we will send your second choice.

Priscilla Style Cotton Voile in gay plaid prints. Color: green pre-dominating on white ground. Size, each side, 20 in. wide by 21/4 yds. long. State first and second

choice of catalog numbers. Shpg. wt., 8 oz. 24 X 5262 37 C

Cottage Set Cottage Set
Cotton Voile
in gay plaid prints.
Colors: rose, blue
or gold predominating on white
ground. Top curtains, each 20 by 44 in.; sash curtains each 20 by 34 in.

State first and sec-ond choice of color and catalog numbers. Shpg. wt., 8 ounces. 24 X 5263 37 C Priscilla Style

Cotton Voile, with two-tone sunburst dot prints. Color combination of green and orchid on cream ground. Size, each side, 20 in. wide by 21/4 yards long. State first and second choice of catalog numbers. Shipping weight, 8 oz.

24 X 5260 37c

Cottage Set
Cotton Voile; twotone sunburst dot
prints. Color combination of blue and gold on cream ground. Top curtains, each 19 by 43 in.; sash curtains, each 19 by 34 inches. State first and second choice of catalog numbers.
Shipping weight, 7 ounces.
24 X 5261 37C

Cottage Set
Cotton Voile in plaid cotton Voile in pland and flower prints; fast color ruffles. Colors: blue, gold or rose predominating on cream ground. Top curtains each 20 by 43 in. sash curtains, each 20 by 43 in. sash curtains, each 20 by 34 inches. State first and second choice of catalog numbers and colors. Shipping weight 8 ounces.

24 X 5251

37C

24 X 5251 37c



31—Brown-with Green and Red

WAS 32

Rayon and Cotton RIBLEY FAILLE PRINTS

Ribbed, fine textureWashable

-Width, 35 inches

Save! Save! On designs that sold fastest; that were liked best at 39c. Reduced price can't lessen their beauty. There's a pattern here just suited to you. Buy now, save now, wear all summer long. Values like this only once in a lifetime. Patterns as described on illustrations. State pattern number. Shipping weight, per yard, 5 ounces.

94 X 8222—A Yard .... 32C



Limited Quantities-Big Savings



# Closeaut! SPORTS WEAR-CRASH-

Rayon and Cotton Looks Like Linen

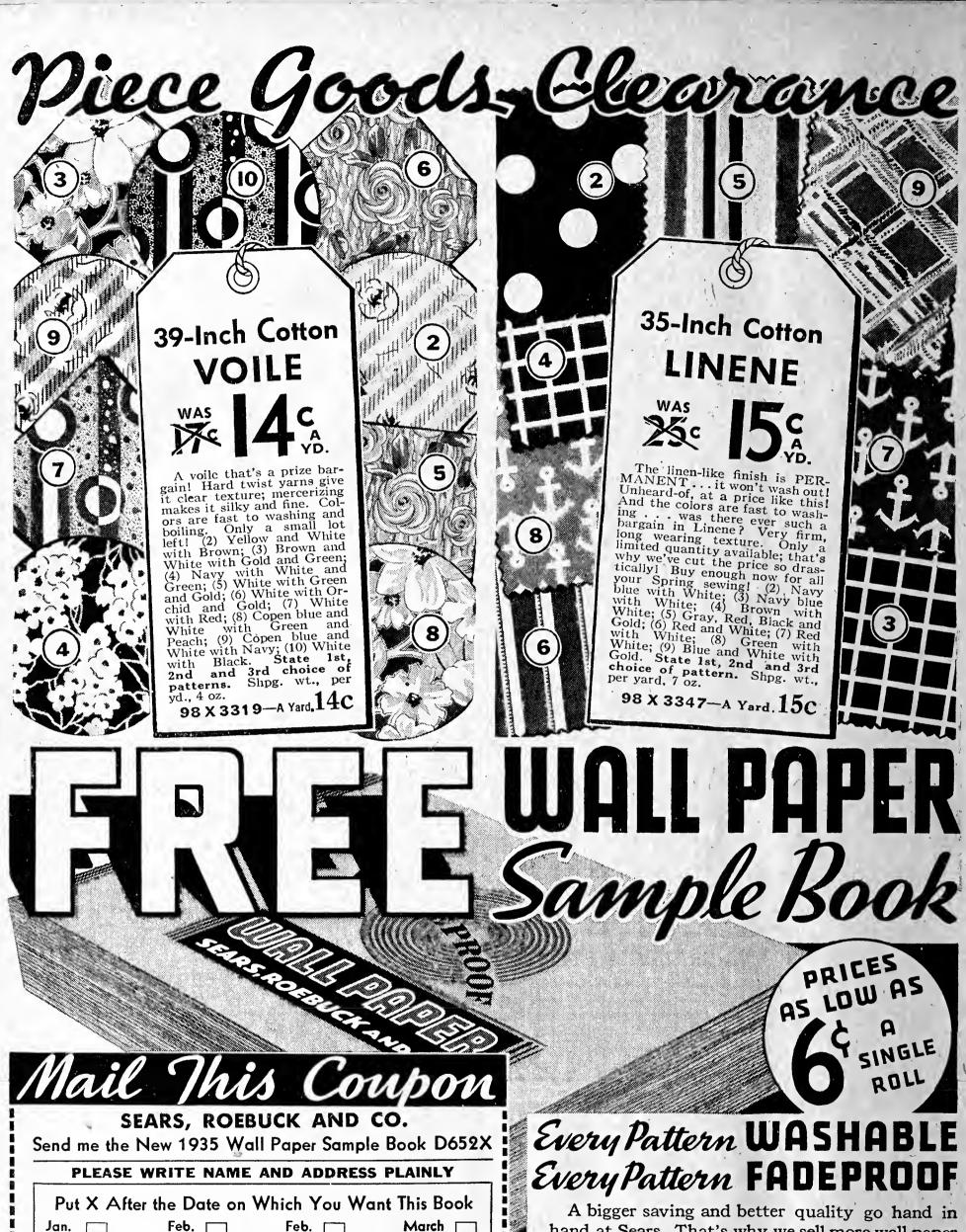
Introduced at 49c. Sports-weight fabric with the chic of silk, the look of linen and now a new big saving. You'll love the nubby roughness of this distinctive weave. Only

a few colors left, and note, they're the wanted Spring colors, yet price is drastically cut. Width, 35 inches. Colors: Lotus Blue, Maize, Nile Green, Pink, Tan or White. State color. Shipping weight, per yard, 6 oz.

94 X 8070—A Yard......

ran sht,





D652X

Jan. | Feb. | Feb. | March | 1st | Name | Postoffice | Box No. | Street Address

98 ° SEARS, ROEBUCK AND CO.

A bigger saving and better quality go hand in hand at Sears. That's why we sell more wall paper than any other store in America. Now we're offering finer designs and lovelier colorings than we ever thought possible at the price. Sears were first to make every pattern in its big line Washable. This important feature doesn't change the appearance of the paper one bit, but does add years to its life. The gorgeous Fadeproof colors can be washed bright and new with soap and water.

Send for your copy of this new, 1935 Book of Actual Samples today.



# YOUR LAST CHANCE to Buy ALLITATION TREAD E at these PRICES!

For extra safety and Giant, Road gripping power ALLSTATE "All-Traction" Tread Tires are in a class by themselves. But you'd better get yours now while you can buy them at bottom prices, because all of our tire prices are GOING UP FEB. 15th! You can now obtain these famous Super-Safety Tires in 4-Ply as well as 6-Ply Heavy Duty Types. Both are fully guaranteed.

# Pulls Through DEEP SNOW, MUD, SAND . . . ANYTHING!

Brutes for power, ALLSTATE All-Traction Treads hold the road in any kind of going . . . are sure-footed as a burro—the ideal SAFETY tires because of huge extra-strong knobby studs of live rubber that resist slipping, spinning or skidding!

# For all Cars—on all Roads

ALL-TRACTION users tell us these are the safest, toughest, "go-gettingest" tires they ever used! Farmers, mail carriers, stock raisers, contractors, say there's no snow too deep... no mud too thick... no road too slick for these Safety Tires! And best of all, they can scarcely wear 'em out! The SAFEST Tire you can buy for all cars on all roads. Definitely Guaranteed to wear and stand hardest abuse for 18 and 24 months. But you must act quick!... before prices go up!

#### Order by Catalog No. Below—State Size.

	8 X 960		_28 X 940		28 X 970			
4-PLY	TIRES	Av.	6-PL	Υ	TUBES	Shpg.		
SIZE	Price	Shpg.	Price	Av.	ALLSTATE	Wt		
TIRE-RIM	Each	Wt.,	Each	Shpg.	Extra Heavy	Lbs.		
		Lbs.		Wt., Lbs.	Red, Each	_		
‡29x4.40-21	\$5.95	17	\$8.05	23	\$1.05	3		
29x4.50-20	6.10	18	7.60	22	.98	3		
30x4.50-21	6.45	19	8.05	23	1.05	3		
28x4.75-19	$\_6.90$	20	$\underline{8.65}$	23	1.05	4		
29x4.75-20	6.95	21	7.95	23	.98	3 .		
30x4.75-21	6.45	19	8.05	23	1.05	3		
29x5.00-19	7.10	21	8.95	24	1.05	44		
*30x5.00-20	$7.\overline{2}5$	23	9.15	26	1.20	_4_		
*31x5.00-21	8.85	26	10.65	30	1.25	4		
5.25-17	7.70	$\overline{21}$	9.60	25	1.12	4		
28x5.25-18	7.98	22	9.95	26	1.15	4		
*29x5.25-19	-8.25	24	10.20	28	1.05	4		
*30x5.25-20	8.50	25	10.45	29	1.20	4		
*31x5.25-21	8.85	26	10.65	30	1.25	4		
5.50-17	8.65	24	10.50	27	1:35	1		
*28x5.50-18	8.85 8.65 8.85	26		29	1:40	4 5		
*29x5.50-19	0.00		10.85		CONTRACTOR AND ADDRESS OF THE PARTY.	5		
	9.15	27	11.20	30	1.45	5		
6.00-16	9.95	24	40.00	::	1.40	5		
6.00-17	* •••••		12.20	31	1.35	4 5		
*30x6.00-18		l	12.40	33	1.40			
*31x6.00-19	Sears Ti	-	12.85	34	1.45	5 5 5 6		
*32x6-00-20			13.10	36	1.55	5		
*33x6.00-21	Prices Go	Up	13.40	37	1.55	5		
*31x6.50-19	Feb. 15	th	14.25	35	1.90			
*32x6.50-20			14.65	38	1.95	6		
	TRUCK TIRE—Cat. No. 28 X 940							
32x6-00-20	(Av. Shpg. V			4.75	1.83	5		
30x5	"(Av. Shpg. V			8.75	1.83	5		
32x6-8 ply	(Av. Shpg. V		Lbs.) 2	4.20	2.95	9		
32x6-10 ply	(Av. Shpg. V	Vt., 71	Lbs.) <b>3</b>	1.95	2.95	9		
‡ (	Oversize 30x4	.50 *	Indicates	tires wit	th flaps			

Shipped from mail order houses or Akron, Ohio, or Houston, Texas, Phoenix, Ariz., whichever is nearest you.

SEARS C 99

# MOUR LAST CHARCE ALLScompanion E Jires at These REG. U.S. PAT, OFF.

# ALLSTATE Prices Go Up Feb. 15th!

Last Call! Positively Your Last Chance to buy ALLSTATE Tires at about 50% under leading manufacturers' list prices for first quality tires. Buy Now even if you haven't all cash. Pay on Sears Easy Payment Plan. Our advice to all our Mail-Order Customers is: Get a Complete Set—And Get Them Quick—for on Feb. 15th ALLSTATE Tire Prices Go Up! Probably never again will these fine tires sell for so little.

We've got to do it . . . we can't help ourselves, Tire Prices Must Advance! Prices on all tire materials have skyrocketed during the past few months. Cotton . . . labor . . . everything . . . has increased in price. Rubber alone has gone up 400%! So Today don't fail to order Guaranteed ALLSTATE Tires with their heavy, long-wearing, tougher treads . . . with their scientific center traction design to guard against skidding . . . with their Blow-Out Proof construction of Super-lastic Gum-Insulated Cord. Act quick! No Time to Lose! Order Today!

# **EASY PAYMENTS**

on all TIRE, TUBE and BATTERY ORDERS over \$15 Liberal Credit Plan

You don't need all cash to buy ALLSTATE tires, tubes and auto BATTERIES. You can pay a few dollars down and the balance monthly, as follows:

Amt. of Order	Add for	Down	Monthly	
Cash Price	Credit Plan	Payment	Payment	
\$15.00 to \$20.00	\$2.00	\$4.00	\$5.00	
20.01 to 25.00	2.00	5.00	6.00	
25.01 to 30.00	2.50	6.00	7.00	
30.01 to 35.00	3.00	7.00	8.00	
35.01 to 40.00	3.50	8.00	9.00	

Use EASY PAYMENT ORDER BLANK Enclosed.
On ORDERS over \$40.00 write for Special Terms.

# HEAVY DUTY FULL PLIES Plus 2 CORD SHOCK BREAKERS

ORDER BY CATALOG No. 28 X 650-State Size.

SIZE	TIRES		TUBES	
Tire-Rim	Each	Av. Shpg. Wt. Lbs.	ALLSTATE FULL MOLD- ED RED	Av. Shpg. Wt. Lbs.
‡ 29x4.40-21	\$6.10	22	\$1.05	3
29x4.50-20	5.90	21	.98	3
30x4.50-21	6.10	22	1.05	3
28x4.75-19	6.35	22	1.05	4
29x4.75-20	6.55	23	.98	3
29x5.00-19	7.05	23	1.05	4
*30x5.00-20	7.20	25	1.20	_4
*31x5.00~21	7.31	24	1.25	4
5.25-17	7.55	24	1.12	4
28x5.25-18	7.80	_ 25	1.15	4
*29x5.25-19	8.15	_28_	1.05	_4_
*30x5.25-20	8.30	28	1.20	4
*31x5.25-21	8.60	29	1.25	_4
5.50-17	8.20	26	1.35	.4
*28x5.50-18	8.55	28	1.40	5
*29x5.50-19	8.80	28	1.45	5
*30x5.50-20	9.10	_30_	1.55	5
6.00-17	9.15	28	1 .35	4
*30x6.00-18	9.35	29	1.40	5
*31x6.00-19	9.60	30	1.45	5
*32x6.00-20	9.90	31	1.55	5
*33x6.00-21	10.10	32	1.55	5
*34x6.00-22	10.45	34	1.55	_5
*31x6.50-19	11.30	33	1.90	6
*32x6.50-20	11.45	35	1.95	6

\*Indicates tires with flaps If you need bent valves on your tubes request them when you order—there is no extra charge.

†Oversize 30x4.50.

6-Ply HEAVY DUTY

ALLSTATE Heavy Duty Tires are guaranteed to wear 24 months

\$590

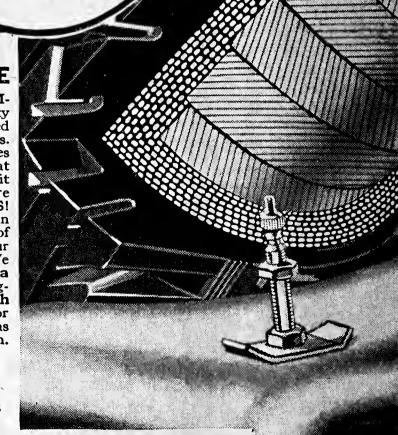
29 x 4.50-20

24\

MONT,H GUARANTEE

The ALLSTATE COM-PANION Heavy Duty 6-ply Tire is guaranteed to wear for 24 full months. This guarantee includes all road hazards that would render the tire unfit for further service. There are NO EXCEPTIONS! Should this tire fail within 24 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire, charging you one-twenty fourth of the current price for each month the tire has been in your possession.

ALL PRICES
FOR MAIL
ORDER ONLY



★ LIMIT—4 Tires and Tubes to a Customer—No Dealers' Orders Accepted! . . . . .

100 ° SEARS, ROEBUCK AND CO.



# pecialTi

30x31/2 O. S. CI. 28 X 929 TIRE and TUBE

Shpg. Wt., 16 Lbs.

29 x 4.40-21

29x4.40-21 28 X 921 TIRE and TUBE BOTH FOR

Shpg. Wt., 19 Lbs.

28x4.75-19 28 X 925 TIRE and TUBE BOTH FOR

Shpg. Wt., 22 Lbs.

30x4.50-21 28 X 923 TIRE and TUBE BOTH FOR

55 Shpg. Wt., 20 Lbs.

29x5.00-19 28 X 931 TIRE and TUBE BOTH FOR

Shpg. Wt., 23 Lbs.

# WORLD'S LOWEST COST PER MONTH OF GUARANTEED

18 MONTHS' GUARAI The ALLSTATE COMPANION 4-PLY Tire is guaranteed to wear for 18 full months. This guaranteed to wear for 18 full months. This guarantee includes all road hazards that would thomas guarantee includes all road mazards that would render the tire unfit for further service . . . there are NO EXCEPTIONS! Should this tire fail within 18 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire, charging you one-eighteenth of the current price for each month the tire has been SEARS, ROEBUCK AND CO.

**CORD SHOCK** 

For Easy Payments on TIRES, TUBES and Batteries, See Page 100

ORDER BY CATALOG No. 28 X 630—State Size.

ORDER BY CATALOG No. 28 & 630—State Size.					
~	TIRE	S	TUB	ES	
SIZE	PRICE	Av.	ALLSTATE FULL	Av.	
Tire Dim	Each Until	Shpg. Wt.	MOLDED	Shpg. Wt.	
Tire-Rim	Feb. 15th	Tire Lbs.	GRAY Each	Tube Lbs.	
29x4.40-21	\$4.25	17	\$0.85	3	
29x4.50-20	4.55	17	.82	3	
30x4.50-21	4.70	18	.85	3	
28x4.75-19	5.10	19	.85	4	
29x4.75-20	5.25	17	.82	3	
30x4.75-21	5.50	19	85	3	
5.00-17	5.15	_19	.95	3	
29x5.00-19	5.50	19	.85	4	
*30x5.00-20	5.65	21	1.03	4	
*31 x5.00-21	5.85	22	1.10	3	
*32x5.00-22	6.50	24	1.10	3	
5.25-17	5.95	19	.95	3	
28x5.25-18	6.10	20	.97	3	
*29x5.25-19	6.30	22	.85	4	
*30x5.25-20	6.55	.22	1.03	4	
*31 x5.25-21	6.75	24	1.10	3	
5.50-17	6.70	21	1.18	4	
*28x5.50-18	6.95	21	1.26	4	
*29x5.50-19	7.10	_24	1.28	4	
*30x5.50-20	7.40	26	1.37	5	
6.00-16	7.55	22	1.34	3	

# **ALLSTATE COMPANION HIGH PRESSURE Tires and Tubes** ORDER BY CATALOG No. 28 X 630—State Size.

30x3 Clincher	\$3.45	10	<b>55</b> c	2
$30x3rac{1}{2}$ Regular Clincher	3.58	12	<b>65</b> c	3
$30$ x $3\frac{1}{2}$ Oversize Clincher	3.75	14	<b>65</b> c	3
*31x4 Straight Side	6.45	18	95c	3
*32x4 Straight Side	6.70	19	95c	3

\*Indicates tires with flaps. If you need bent valves on your tubes request them when you order—there is no extra charge.

Sears Tire Prices Go Up Feb. 15th

SEARS, ROEBUCK AND CO.

101

4 Full Plies

30x31/2 Reg. Cl.

EASY **Order Any Size Below** by No. 28X850. State Size.

CITE	TIR	TIRES			
SIZE Tire-Rim	Each	Av. Shpg. Wt.	Each	Av. Shpg. Wt.	
<b>30x3</b> ½ Reg. Cl.	\$3.15	12 lbs.	\$0.65	3 lbs.	
29x4.40—21 29x4.50—20	3.80	15 lbs. 15 lbs.	•85 •82	3 lbs.	
30x4.50—21 28x4.75—19 29x4.75—20	$\frac{3.98}{4.20}$		-85 -85	4 lbs.	
29x5.00—19 30x5.00—20	4.50 4.70	17 lbs.	$\begin{array}{c} .82 \\ .85 \\ 1.03 \end{array}$	4 lbs.	
31x5.00—21 5.25—17	$\frac{4.76}{5.10}$		1.10	3 lbs.	
28x5.25—18 31x5.25—21	$5.20 \\ 5.75$	18 lbs. 21 lbs.	1.10	3 lbs. 3 lbs.	
5.50—17 29x5.50—19	$5.70 \\ 5.98$	20 lbs. 22 lbs.	$1.18 \\ 1.28$		

SEE PAGE 100

## 12 - MONTH GUARANTEE

The ALLSTATE HER-CULES TIRE is guaranteed to wear for 12 full months. to wear for 12 full months. This guarantee includes all road hazards that would render the tire unfit for further service... There are NO EXCEPTIONS! Should this tire fail within 12 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire. it with a brand new charging you one-twelfth of the current price for each month the tire has been in your possession.

AFTER FEB. 15 THESE

BARGAINS ARE

REG. U. S. PAT. OFF.

When our present stocks of HERCULES 4-Ply Tires are gone we cannot sell these fine tires at such low prices again! After Feb. 15th HER-CULES PRICES MUST GO UP! ... ALL material and labor used in making tires has skyrocketed in recent months. Rubber alone has advanced 400%! But for a limited time you can buy these long-wearing HERCULES Tires AT BOT-TOM PRICES. Our advice is: BUY A SET OF HERCULES TIRES NOW! If you can't spare all cash, use Sears Easy Payment Plan. Remember these are the finest low priced tires we ever sold. They have FOUR FULL PLIES from bead to bead . . . are definitely guaranteed against ALL ROAD HAZARDS FOR 12 FULL MONTHS! At these prices we believe you cannot find tougher, better-built, longer-wearing tires anywhere. But ACT QUICK. Mail your order TODAY!

# LOCUM

Tire Prices Go Up Feb. 15th

30x5 32×6.00

8 Full Plies

6 Full Plies

# 12 MONTHS' GUARANTEE

The ALLSTATE COMPANION Heavy Duty Truck and Bus Tire is guaranteed to wear for 12 full months. This guarantee includes all road hazards that would render the tire unfit for further service . . . There are NO EXCEPTIONS! Should this tire fail within 12 months from date of purchase, return it to our Mail Order House. We will replace it with a brand new tire, charging you one-twelfth of the current price for each month the tire has been in your possession.

Your last chance to buy at these low prices! All Sears Tire Prices go up Feb. 15th! We build ALLSTATE COMPANION Truck and Bus Tires for the tough, he-man service such a tire must stand. And how these tires can take it! They wear like iron! That's tires can take it! They wear like iron! That's because the tire-maker puts the stuff into 'em! Don't delay! Order now . . . and SAVE!

Order Any Size Below by No. 28 X 950—State Size

\*Balloon Tires and Tubes

	1	TIRES	3 .	TU	BES
SIZE Tire-Rim	No. of Full Plies	Price	Av. Shpg. Wt., Lbs.	Hy. Duty Price Ea.	Av. Shpg.Wt., Lbs.
32x 6.00 32x 6.50 34x 7.00 34x 7.50 36x 8.25	6 6 8 8 10	\$10.85 14.10 19.00 23.15 33.34	35 41 60 71 93	\$1.83 2.10 2.10 3.60 4.89	5 7 13 13
38x 9.00 42x 9.00 38x 9.75 42x 9.75 40x10.50	10 10 12 12 12	41.44 45.02 54.41 59.34 63.36	105 113 135 153 150	5.62 6.20 6.07 6.48 6.89	16. 17 18 21 22

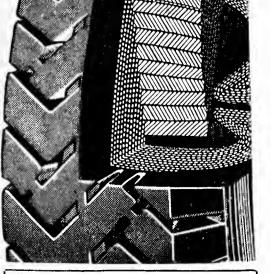
\*Balloon tread design not illustrated.

Easy Payments on all Tires and Tubes. See Page 100

High	Pressure	Cord Tires	and Tubes

32x4½	8	\$10.95	31	\$1.65	. 5
34x4½	8	11.50	34	1.65	
30x5	8	13.75	44	1.83	
33x5 34x5 35x5 32x6 32x6*	8 8 10 8	14.45 15.28 16.16 23.85 17.90	31 54 54 64 51	2.10 2.10 2.95 2.95	5 5 5 9 9
36x6	10	26.54	81	3.21	12
34x7	10	32.90	91	3.60	13
38x7	10	35.70	104	4.55	16
36x8	12	45.96	129	5.72	17
40x8	12	50.48	140	6.22	19

\*Replacement for 30x5 on Ford and Chevrolet. State whether single or double bent valves are needed.



**102** c **SEARS-ROEBUCK** 



With Old Generator

placed with brand new parts. \* Every detail of construc-

tion checked to insure perfect op-

eration.

Per Pair

**Guaranteed Factory Rebuilt** 

SAVE \$8 to \$20—BUY A SEARS FACTORY REBUILT GENERATOR... Furnished on your choice of two plans. (Cut-outs not included.)

Plan No. 1 Send full purchase price for generator and we will include a coupon so you can return old unit leter for credit

unit later for credit.

Plan No. 2 Send old generator prepaid, together with exchange price. (On exchanges you must send in the same type generator as the one you are pur-

Citabilig.)	
28 X 1300—For Model "A" and "AA"	FORDS.
1928-31. (Long type.) Shipping weight, 19 lbs	\$2 70
Shipping weight, 19 lbs	PJ. 17
With old generator	\$2.79
28 X 1301—For Model "T" and "TT"	FORDS.
1919–27. Shipping weight, 18 lbs	.\$3.40
With old generator	
<b>28 X 1302</b> —For Chevrolets, 1926–32,	Pontiac.
1926-31. Shipping weight, 22 lbs	
With old generator	2 70

#### Brand New **DUROBILT** Generators

# Quality Brake Bands for Chevrolets

STOPLIGHT . Woven	and Year	Super-Flex
28 X 1802 \$1.29 Shpg. wt., 5 lbs. 9 oz.		28 X 1808 <b>\$2.15</b> Shpg. wt., 5 lbs. 6 oz.
28 X 1803 \$1.49 Shpg. wt., 6 lbs. 11 oz.	Model V-VV 1926-27 and rear1928	28 X 1809 <b>\$2.55</b> Shpg. wt., 7 lbs. 1 oz.
28 X 1804 \$1.79 Shpg. wt., 6 lbs. 7 oz.	Model 1929	28 X 1810 \$2.75 Shpg. wt., 7 lbs.
Save 50% or More	on These Chev	rolet Brake Sets!

Consist of two lined brake bands and 4 pieces of lining

STOPLIGHT Woven	Model and Year	CROSS COUNTRY Super-Flex
28 X 1813 <b>\$2.35</b> Shpg. wt., 7 lbs. 14 oz.	1929 Models	28 X 1815 \$3.15 Shpg. wt., 7 lbs 12 oz.

#### **DUROBILT** Valves For

Buy a set! Chrome nickel steel (except for 28 X 3000) heat treated, with tip hardened.

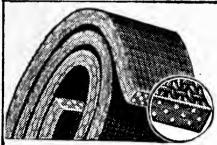
	_	,	
	Position	. Cat. No.	Price Per Set Shpg. Wt.
Ford "T"			
Cast Iron	Exh. & Int.	28X3100	4 for 29c 15 oz.
Ford "T"	Exh. & Int.	28X3101	4 for 45 c 15 oz.
Ford "A"		28X3102	4 for 45c 15 oz. 4 for 67c 1 lb.
Chev. 4 1913 to			
Aug. 1927	Exh. & Int.	28X3103	4 for 55c 15 oz.
Chev. Aug. 1927			
and 1928	Exh. & Int.	28X3104	4 for 55c 14 oz.
Chev. 6 1929	Exh. & Int.	28X3105	6 for 82cl lb. 3 oz.
Chev. 6 1929-31			6 for 82cl lb. 3 oz.
Chev. 6 1930-31		28X3107	6 for 82cl lb. 2 oz.
			0 2 0 1 10: 2 02:

# SEARS SALE PRICE For Ford "A" and Chevrolet SEARS SALE PRICE For Ford 1917-1925

# America's Lowest Price ON FAN BELTS OF THIS QUALITY

Heavy duck outer cover, with strong, flexible, ply center embedded in live new rubber. Flat or "V" type according to car. | Sale Wt. Special Bargain Fan Belt Each 28 X 2850—Model "A" Ford 1928-31...... 10 oz. 15c 28 X 2851—Chevrolet 1926-'28..... 8 oz. 17c 28 X 2852—Chevrolet 1929-'32

28 X 2852—Chevrolet 1929–32	9 oz.	19c
DUROBILT—Highest Quality Fan Bel	ts	
<b>98 ¥ 9898</b> —Ford "A " "Ā A " "B " "BĒ" '28–'331	9 07 1	28c
28 X 2811—Chevrolet passenger and truck, '26—'28. Lgth. about 40 in		
20-28. Lgth. about 40 in	8 oz.	28c
<b>28 X 2801</b> —Buick all 1929–30		35c 29c
28 X 2805—Buick Master Six '26-'27	4 oz.	13°
28 X 2827—Ford all regular, Model "T" 1917-'25.	4 oz.	86



**CROSS COUNTRY** Super-Flex and Stoplight Woven **Brake Lining** 

Priced way below Sears Big Catalog price for Mail Orders only for this great midwinter Oil and moisture proof! Maximum braking action due to its special construction.

CROSS			PLIGHT	Γ			
Catalog Number	Sale Price	Width In.	Thick,	Cata Num	log ber	Sale Price	Shpg. Wt. Per Foot
28 X 1703 28 X 1704 28 X 1706 28 X 1707	17c 19c 23c 33c	11/2 11/2 13/4 13/4	5/32 3/16 3/16 1/4	28 X 1 28 X 1 28 X 1 28 X 1	730 731 732 733	9c 11c 13c	5 oz. 6 oz. 7 oz. 8 oz.
28 X 1708 28 X 1709 28 X 1710 28 X 1711 28 X 1712 28 X 1713	25341158 20334158	2 2 2 4 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	3/16 5/3/4 3/16 3/16 3/16	28 X 1 288 X 1 288 X 1 228 X 1	736 738 739 740 741	14c 14c 20c 186c 20c 23c	7 oz. 7 oz. 9 oz. 9 oz. 10 oz. 9 oz.



Stoplight Transmission Lining

★ For Model "T" and "TT" Fords Regulation Lining, woven from long fiber cotton with special oil treatfiber cotton with special on treatment. No grab or chatter.

Extra long wearing. Set of 3 pieces, with rivets. Shipping weight, 9 oz.

28 X 1893—Up to and includ- 21c ing 1925.

28 X 1894—1926–1927. Shpg. wt.,

#### QC DUROBILT

**Shock Absorber Link** For "A"-"B"-"V8" Fords

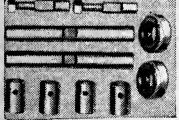
'28-'34 Replaces vertical link be-tween shock absorber arm and bracket on axle. Rubbers seal against dirt; stops noise and wear. Shpg. wt., 14 oz. 18c

# **DUROBILT** Piston Ring Sets

Furnished in Std., .0025, .005 and .010. State which is wanted, also state make, year, and model of your car. Sets consist of correct number of plain compression and oil regulating rings.

28 X 3800—For Model "T" Fords. Shpg. wt., 1 lb. 14 oz. . 85c 28 X 3725—For Model "A" Fords. Shpg. wt., 1 lb. 14 02...85c 28 X 3730—For 4-cyl. Chev., 1917–27. Shpg. wt., 1 lb. 5 oz...85c 28 X 3731—For 4-cyl. Chev., 1928. Shpg. wt., 1 lb. 5 oz...85c 28 X 3729—For 6-cyl. Chev., 1929–32. Shpg. wt., 1 lb. 5 oz...85c





## Reliance King **Bolt Sets**

★ Made of extra tough high grade steel.

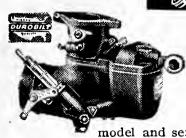
\* Carefully heat treated

and case hardened. Complete with bronze

77 (1	bushings at			JIIZC
Cat. No.	Complete Sets	Set	Shpg Ibs.	oz.
28 X 4345	For Ford "A" '28-31	98c 98c	2 2	11 10
	For Chev. '28-33; Pontiac 6 '28-32 After 204001; Pontiac 8 '33; GMC Truck T 1, 1 ½ Ton '28-30 For Plymouth 4, '28-32; DeSoto 6, 8,	63c	2	4
-	'28-33. Chrysler 6 '30-33; Dodge 6, 8, '30-32.	98c	2	10



28 X 04735—For Fords 1928–31. Shipping weight \$3.89 1928-31. Shipping weight \$\psi\_0.07\$
34 lbs.
28 X 05232—For 1916-17
Chevrolet. Shpg. wt., 44 lbs.\$6.45
28 XM 05230—For 1929 Chevrolet. Shpg. wt., 76 lbs...\$9.95
28 XM 05231—For 1930-31
Chevrolet. Shpg. wt.,
75 lbs...\$10.25 75 lbs.....\$10.25

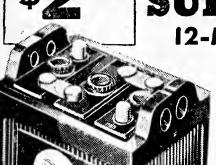


DUROBILT Carburetors **\$785** For Ford

Give make, year, model and serial number of car.

28 X 2405—For Model "A" and "AA". Ford. Shpg. wt., 4 lbs. 14 oz.... \$2.85 28 X 2404—For Chevrolet cars and trucks, 1924–28. Shpg. wt., 5 lbs. 9 oz.... \$4.49 28 X 2401—Special for 1929-31 Chevrolet. Shpg. wt., 5 lbs. 4 oz......\$3.75

103 SEARS-ROEBUCK



Sears Sale Price

# SEARS SUPER VALUE 12-MONTH BATTERY

Brighten your lights! Pep up ignition! Sears SUPER VALUE ignition! Sears SUPER VALUE
Batteries gives you 12 FULL
MONTHS OF SERVICE. 13
plates 43/4 x5 5/8 x5/4 in.—77 amp. hr.
capacity. Sears lowest priced
batteries! Shpg.wt.,41 lbs. 2.59
28 XM 27 F.—For Ford Model "A"
1928-32 and "V-8," 1932..\$2.59
28 XM 27C.—For Chevrolet 6
(Reverse assembly)

(Reverse assembly) 1929-33.....\$2.59

Famous CROSS COUNTRY



★ 13 Full size EXTRA

DUTY plates 4¾x

5½x½4 in.

★ Full S.A.E. rating
86 amp. hr. cap.
As fine a battery of standard construction standard as money can buy!
GREATLY EXCEEDS
ALL S.A.E. PERFORMANCE SPECIFICA-

TIONS! Starts your motor in zero weather with POWER TO SPARE. For all cars using 13-plate batteries. Shpg. wt., 41 lbs. 28 XM 73—For cars using 13 plate battery 9 in. long. \$4.65
28 XM 46—For all Fords 1928–32 inclusive......\$4.65

Sears Sale

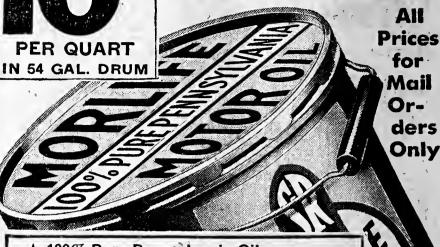
**Price** 

28 XM 48R—For all Chevrolet 6 cyl. models.......... 4.65
See Page 100 for Easy Payments on Tires, Tubes and Batteries



100% PURE PENNSYLVANIA OIL

Compare With Any 30c Per Qt. Grade



\* 100% Pure Pennsylvania Oil ★ Great heat resistance ★ Will not sludge

MORELIFE MOTOR OIL has all of the oiliness. toughness and heat resistance, that you expect in a pure Pennsylvania oil. Buy now during this great Sale. The 12 gal. drum is a handy size and makes an economical freight shipment. State Grade Wanted.

28 XM 4470—S. A. E. 20 (Light Medium) 28 XM 4471—S. A. E. 30 (Medium)

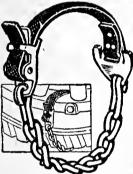
28 XM 4472—S. A. E. **40** (Heavy)

28 XM 4473—S. A. E. 50 (Extra Heavy)

Prices include Fed. Tax of 4c a Gallon

Reliance

Quantity	Shpg. Wt.	Price Gal.	Price	Shipped From
5-Gal. Can. 12-Gal. Drum 30-Gal. Drum 54-Gal. Drum	250 lbs.	42c Gal.	12.60	Order House or Warehouse Nearest You



#### Single **Emergency** Chains Each

Travel anywhere in any kind of weather and be safe. Three or four on a wheel will pull you out; mud or snow. On or off in a jiffy! Buy them now at Sears low Sale Price! Shpg. wt., each single emergency chain 13 oz. Set of 6, 4 lbs. 12 oz.

> **High Grade** C DUROBILT

> > Price Shpg. Wt.

1

3/6-In. Copper Tubing

 For many uses Easy to Install

No.

28 X 7932 28 X 7933 28 X 7934 28 X 7935

Soft annealed tubing

.29

.37

1.39

For Wood or Wire Wheels

28 X 7657-For 4.40-4.50-4.75-4.96 tires. Single Emergency chain. 



These Low Prices

For Mail Orders Only

**Cross Country Battery Booster** 

28 X 7175-6 amp. charger, has indicating meter. Shpg. wt., 7 lbs. 2 oz. Illustrated..\$6.25



#### **Economy Cigar Lighter**

Clamp to dash type. Press it to make it glow like hot coal. Removable head. Shpg. wt., 4 oz. 28 X 5555.....11c

38×40

Inches

**Save 50%** 

One full year of motor protection. Replacement for all popular filter equipped cars. State make, year, model and serial number of your car. Shpg. wt., 1 lb. 15 oz.

28 X 4665....

**Adjustable License Plate Frames** 

Highly Polished Rustproof Chrome Steel. 28 X 5 506—Shpg. wt., 7 oz. Pair

Headlight Visors

Eliminates headlight glare. Aluminum. Shpg. wt., 1 lb. 2 oz. 28 X 1587—Per pair...... 28 X 1584—Chromium plated.

Per pair..... 28 X 1585—Same as 28 X 1584 with red and green jewels. Shpg. wt., 1 lb. 2 oz. 49c

Transparent Celluloid

AND FLOOR



#### SAVE AT LEAST 40% ON SEAT COVERS

28 X 7930 \$ .25 28 X 7931 .29



Outside

Diam.

Coil Lgth., Ft.

10

10

10 25 25

Keep upholstery clean

Made of durable material in a pleasing allover pat-tern. Adjustable to all seat sizes. Blue, tan or green. State color wanted.

28 X 7470—For all 2 pass. Coupes. Shpg. wt., 1 lb. 11 oz. \$1.00

28 X 7471—For all Coaches or 2-Door Sedans. Shpg. wt., 2 lbs. 11 oz.\$2.00

28 X 7472—For all 5-pass. sedans. Shpg. wt., 2 lbs. 11 oz.....\$2.00 28 X 7473—Single **Felt Draft Mats** 

Use under your rubber floor mat. Keeps out drafts. Wt., about 20 oz. Size, 38x40 in. Shpg. wt., 20 oz. Siz 1 lb. 9 oz.

28 X 6520 — Better quality, heavier. Wt. about 34 oz. Size, 38 x40. Shpg. wt., 2 lbs. 11 oz...28c





PAD

28 x 6521.....21c

#### Rubber Floor Mats-Reduced!

Handsome, black rubber with non-slip raised floral design. Trim to size of your old mat.

28 X 6536—For Model "A" Fords. (For front). Shpg. wt., 4 lbs. 8 oz. . . . . 39c

28 X 6538—All other cars. 36-in. top. 43-in. bottom; 36-in. deep. (Front). Shpg. wt., 7 lbs. 39c



drivers seat for coach. Shpg. wt., 11 oz.....59c **SEARS** 



# **ENERGEX Spark Plugs**

The World's Finest Low-Priced Spark Plug

Perfectly balanced porce-lain. 2-Piece steel shell.
 Long-life electrodes.

Leak-proof copper gaskets . . every important feature of many plugs selling for 35c to 50c apiece! State make, year and model of your car. Shpg.

wt., each 4 oz.
28 X 1415—Each. 18C
In sets of 4 or more.

28 X 1400—Cross Country. Our finest spark plug, guaranteed for 15,000 miles. .....**38**c In sets of 4 or more.



# GOLD CREST **AUTO BULBS**

New light on auto bulb values! NO need now to buy inferior imported bulbs when these high grade genuine AMERICAN MADE bulbs cost so little! Always keep a spare set handy for emergencies. Mazda bulbs Postpaid.

Shpg. wt., of Gold Crest bulbs, each, 5 oz.								
G. E. Mazda Postpaid	Each	Pair	Where Used	Regular Mazda No.	GOLD CREST Shpg. wt., 5 oz.	Each	Pai <b>r</b>	
28 X 1502 28 X 1514 28 X 1509 28 X 1517 28 X 1503 28 X 1501	14c 14c 13c	15c 26c 26c 24c	Tail Light Dashlight Headlight Headlight Headlight Headlight	81 1110 1000 1129	28 X 1650 28 X 1651 28 X 1652 28 X 1653 28 X 1654 28 X 1655	5c 10c 10c	7c 9c 18c 18c	



#### SCHRADER Valve Insides

A Bargain price on gen-uine Schrader valve insides. Box of 5. Postpaid. 28 X 1061..16c



#### Low Priced Tire Pump

 Black enameled steel barrel.

Balloon type.

11/4 x17 in. Isteel **5UG** arrel. 18 in. rub barrel. 18 in. rubber hose. Shpg. 17 In. wt., 2 lbs. 3 oz. 28 X 1216. 30c

28 X 1214—High quality pump. Black enameled 134x18 in. steel barrel, 22 in. red rubber hose. Hardwood handle. Shpg. wt., 4 lbs. 7 oz...82c





#### DUROBILT Tire Reliners And Up

 Made of gum-insulated cord fabric.

• Coated with high grade rubber cement. At Sears low midwinter Sale price you save on these Duro-bilt Tire Reliners! Self-vulcanizing,

and ready to use. Buy them to get added hundreds-possibly

and ready to use. Buy them to get added numerical possess, thousands—of miles from those old tires!

28 X 1007—4.40-4.75 Reliner. Shpg. wt., 3 lbs. 5 oz. 39c
4.95-5.50 Reliner. Shpg. wt., 3 lbs. 14 oz. 45c

# SAVE 50% ON TOP MATERIAL



Heavy rubber-covered cotton fabric with heavy protecting coat of varnish. Guaranteed to give long and satisfactory service.

For Open Car Tops
28 X 07394—Single ply
pebble grain. Black back.Width,
54 inches Shipping weight, per yard 2 lbs. 8 oz. Per Yard....

# RADIATORS



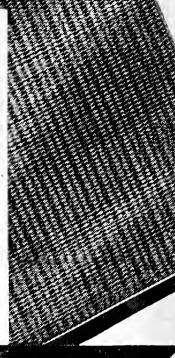
SEARS SALE PRICE

1917-1923 MODEL "T" FORD

★ Bronze core—5/16 in. cells. ★ 52 to 57 free-flowing water channels. ★ For passenger cars only.

Guaranteed for 12 full months against damage from freezing. Strong brass tank. Leak-proof. Without shell or cap. Be sure to state year and model.

FOR CHEVROLETS
28 X 09336—1923-24.
Shpg. wt., 27 lbs
<b>28 X 09348</b> —1925 to 1928.
Shipping weight, 32 pounds\$7.35
28 X 09349—1929-32. Shipping weight,
FOR MODEL "A" FORDS
Reliance cellular type. Will not clog.
28 X 09320—1928-29. Shipping weight, 29 pounds\$7.49
28 X 09321—1930-31.
Shipping weight, 28 pounds\$8.65 FOR MODEL "T" FORDS
A tubular type radiator, with all copper fins
and tubes.
28 X 09318—1917-23. Height, 22 in.
Shipping weight, 22 pounds\$4.89
28 X 09319—1924-27. Height, 23½ in.
Shipping weight, 22 pounds\$5.95



Radiator Stop Leak

A special Sale price on our finest, Cross Country radiator compound. Stops leaks in a hurry safely! Shipping weight,

1 lb. 8 oz. 28 X 6400 ½ pint can...... 31c



Twin

Horns

Powerful twin horn with chromium plated trumpets, black satin finished base. Length 11½ in. Width 5½ in. Shpg. wt., 7 lbs. 6 oz. 28 X 1610.....\$2.59



**PERFECTION** Fender Flaps

Black moulded rubber, in a rich, glossy finish. Fit snug. Require no holes in fender. Shipping weight,

**Economy Fender Flaps** A serviceable low priced flap simi-lar to above but not moulded or lacquered. Metal clips for fastening. Shpg. wt., 1 lb. 6 oz. Not Illustrated. 28 X 5579.....21c Radiator Flush

Quickly removes slush, rust and scale from radia-tor and cooling system. Shpg. wt., 9 oz.

28 X 6406 6 oz. can.....7c



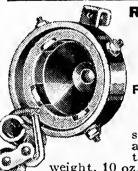


MICRO Disc Horn Black Biggest horn

value we have ever offered. Powerful 51/4 in. disc type— Chromium plated.

Shpg. wt., 2 lbs. 4 oz.

28 X 1600...........7c 28 X 1611 — Same as ab except black enamel finish.69c above



**Roller Contact** Timer

For "T", "TT" Fords and Fordsons Hard, wear-resisting roller and steel con-tacts. Shipping

weight, 10 oz.

28 X 1380.... 20c

28 X 1385—Toledo Shortproof Type. Moulded case, smoothly ground contacts, removable cover.

Shipping weight, 9 oz.....

# PEERLESS TOPS FOR OPEN FORDS

And Up



28 X 7309—For Model "T" Touring, 1915-27. Wt., 10 lbs. 4.59

28 X 07316—For Model "A" Roadster, 1928-31. Wt., 10 lbs. 4.19

All Prices for Mail Orders Only

SEARS, ROEBUCK AND CO.

105

GUARANTEED 5 YEARS.

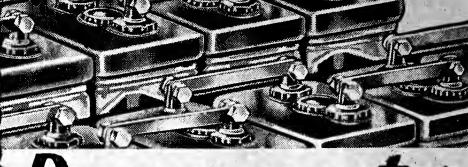
We GUARANTEE POWERMASTER Light Plant Batteries to deliver a minimum of 5 years of satisfactory service. If, after having received reasonable care and attention, your POWERMASTER Battery should fail to give you 5 full years of service, we will replace it on a service basis, charging you only for the time it has been in your pos-

> SEARS SALE PRICE

32-VOLT-9-PLATE EASY TERMS AS LOW AS \$6.00 DOWN

CASH

Sears, Roebuck and Co.



# owermasi

LIGHT PLANT BATTERIES

★Extra large deep jars, 14¾ in. high, hold more electrolyte -more sediment space. Better circulation.

★Solid lead connector bars—less resistance between cells.

★Sliced Port Orford cedar separators stay straight and firm.

\*Extra large heavy duty plates—longer life—better service.

\*Every cell passes 55 factory inspections. Guaranteed perfect.

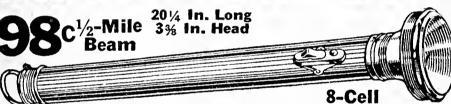
We've cut the price for this sale only! Now you can install a POWERMASTER Light Plant Battery and forget your lighting worries. Delivers steady brilliant light and abundant electric power up to rated capacity. Big rugged plates and oversize separators hang from heavy white porcelain covers. Troublesome bridges and plate supports are eliminated. Everything in the POWERMASTER is over-size to insure extra service. POWERMASTERS ARE ALSO SOLD ON EASY PAYMENTS. See page 43. Shipped fully charged complete with connector bars from warehouse at Kansas City, Mo. Order from Dallas. Send for FREE catalog D8719X showing complete line of Farm Light Plants.

Regular Plate Size, 5%x5 In.

	No. of	Ampere Hour	Max. Dai Hour Di			. Wt., bs.	Cash	Price !
	Plates	Rating	32-Volt	110-Volt	32-Volt	110-Volt	32-Volt	110-Volt
20 XM 1840		112	480	1680	605	2150	\$61.95	\$189.95
20 XM 1841		140	600	2100	690	2420	74.95	235.00
20 XM 1842	13	168	720	2420	800	2800	88.95	289.00

Extra Heavy Duty Plate Size, 61/2x7 In.

850 1000 \$105.00 | \$340.00 120.00 | 395.00 134.00 | 435.00 900 1080 1260 3780 3500



The Most Powerful Flashlight Ever Built

Focusing type, 8-cell flashlight. Heavy brass case, nickel plated. With 8 batteries and Mazda bulb. Shpg. wt., 3 lbs. 3 oz. 98c

20 X 1756... 20 X 1383—5-cell. 1500-foot beam, 14% in. long. 3% in. head. With batteries and bulb. Shpg. wt., 3 lbs. 4 oz .....

**Value** 

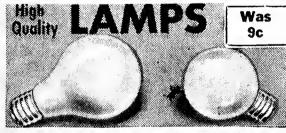
3-Cell 1000-Ft. Beam

Nickel plated, heavy brass case. Focusing type. Dependable switch. 2½-inch head. 9¼ inches long. Complete with batteries and bulb. Shpg. wt., 1 lb. 4 oz. 47c Was

500-Ft. Beam

2-cell focusing type—nickel plated. 2¼-in. head. 6 in. long. Complete with batteries and bulb. Shpg. wt., 14 oz. 25c

# Electrical Goods BARGAIN COUNTER Your Choice SC Any 10 for 75°



EACH 80 10 FOR 750

115-Volt HI-GLO Lamps

American made quality at imported lamp prices. Postpaid.

	Watts	Frosted	Each	<b>10</b> for
20 X 6969 20 X 6970 20 X 6968 20 X 6972	1.15	Outside Inside Inside Inside	8c	75c

Colored Lamps—Coated Furnished in Ivory, Green, Flametint, Amber, Rose, Red or Blue. Specify

Outside 8c 75c

Two Visible Glass Top A Fuses. Fuses. Blown fuse easily found. Has color indicator. 6-10-15 amp. are hexagonal; 20-25-30 amp. are round. State size wanted. Can be assorted. Shpg: wt., 6 oz. 20 X 6325—2 for....8C (B) Two Unbreakable Rubber Plugs. Shockproof. Handle cap type. Flexible—can be dle cap type. Flexible—can be stepped on without breaking. Shpg. wt., 4 oz.

20 X 6619—2 for..... 8C

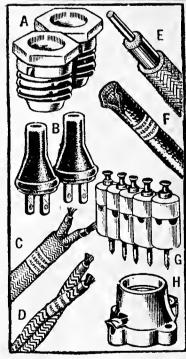
8 Feet of Rayon Covered Lamp Cord. 18-gauge wire. Listed as Standard by Underwriters' Laboratories. Colors, Brown Green White Maroon writers' Laboratories. Colors, Brown, Green, White, Maroon or Old Gold. State color.

Shpg. wt., 8 ft., 4 oz.

20 x 6682—8 ft. for... 8C

8 Feet of Twisted Cotton © 8 Feet of I wisted Cord. Two 18-gauge stranded copper wires. Rubber insulation with Green and Yellow covering. Polarized. Listed as Standard by Underwriters' Laboratories. Shpg. wt., 8 ft., 6 oz.

20 x 6793—8 ft. for... 8C



E 12 Feet of "Safecote" Insulated Wire. Copper 14-gauge wire, heavily insulated, Flame and moisture-resistant: Wax finish. Shpg. wt., 6 oz.

20 X 6782—Black
20 X 6803—White

12 ft. for . .

4 Feet of Flexible Non-letallic Loom. Resists Metallic Loom. moisture. Smooth interior; wires slide easily. Listed as Standard by Underwriters' Laboratories. Takes 14, 12, 10 or 8-gauge wires. Shpg. wt., 4 ft., 4 oz. 80 20 X 6580 4 ft. for. . 80

Five Glazed Porcelain
Split Knobs. For installing
open wiring. No. 5½ size;
each complete with a tenpenny
coated nail and leather washer.
Shpg. wt., 1 lb. 2 oz.
20 X 6857—5 for.

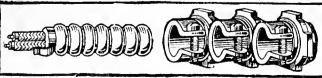
Glazed Porcelain Receptions of the complete with a tenpenny
coated nail and leather washer.
Shpg. wt., 1 lb. 2 oz.

20 X 6857—5 for.

Glazed Porcelain Receptions of the complete standard base receptions.

Glazed Porcelain Recep-tacle. Standard base recep-tacle for mounting on any flat surface with screws or nails. For use with open wiring. Shpg. wt., 8 oz.

20 X 6537—Each....8C











3-Ft. Armored Cable. 14-ga.; 2 wires. Shpg. wt., 1 lb. 4 oz. 20 x 6575—3 ft. for 65 100 ft. for....\$2.65

106

20 X 6971 30

3 Squeeze Connectors. Cadmium plated, for armored cable. Shpg. wt., of 3, 8 oz. snpg. wt., of 3, 8 oz.  $20 \times 6716 - 3$  for.. 8c

SEARS, ROEBUCK

Switch or Recep-icle Box. Removtacle Box. Removable sides for joining with other boxes. 

Toggle Switch. Single pole type. 10-amp., 125-volt. Shpg. wt.,14 oz. 8 20 X 6627—Ea. 8 20 X 6671—Brown Bakelite Plate for

above. Shpg. wt., 8c

**Duplex Wall Out**let. Two outlets in one. Shpg. wt., 4 oz. 20 x 6873—Ea. 8C 20 x 6885—Brown Bakelite Plate for above. Shpg. wt., 4 oz.

34-In. Friction or Rubber Tape. 4-oz. roll. Shpg. wt., 6 oz. 20 X 6551 Friction Tape. 20 X 6550 Rubber Tape. Each. 8C



### A New Bathroom Costs Little Here

Lower prices—guaranteed finest quality Aristocrat enamelware. Beautiful chromium plated brass fittings. You can't buy better quality. Outfit includes 3 pieces illustrated above. Shipped from Dallas or Houston. Send order to city nearer you. Shipping weight, 517 lbs. Use your credit—buy

42 XM 4931—Outfit complete, less supply \$34.45 pipes. Cash Price.
Easy Payment Price (\$4 down, \$5 a month).......\$37.95
Use Easy Payment side of Order Blank enclosed.

Bathtub-(5 Feet Long.) Width, 30 in. White porcelain enameled inside; painted outside. Chromium plated bath faucet with tailpieces, waste and overflow. Iron pipe connection. Shpg. wt., 335 lbs. For chromium plated supply pipes to floor add \$1.35. \$15.65

**Closet Outfit** 

# Dependable Range Boilers



# Formerly \$685

Galvanized inside and outside. Strong, sturdy, well made. All taps threaded perfectly straight, assuring alignment of pipes and easy installa-

Prices for range boilers complete include stand, cold water tube and four couplings threaded for 34-in. pipe. Prices for range boilers only, do not include stand or fittings. State size. Standard weight range boilers guaranteed for 85 pounds working pressure; extra heavyweight guaranteed for 150

Easy Payments see For E page 43.

Standard Weight

d.		Electrically Welded				Riveted and Welded			
Ap- prox- imate	Size In.	42 XM 2506 Range Boilers Complete		42 XM 2502 Range Boilers Only		42 XM 2516 Range Boilers Complete		42 XM 2512 Range Boilers Only	
Cap., Gal.	6	Shpg. Wt., Lbs.	Each	Shpg. Wt., Lbs.	Each	Shpg. Wt., Lbs.	Each	Shpg. Wt., Lbs.	Each
* 30	12x60 14x60	78 94	\$8.85 12.15	69 85	\$6.55 10.55	84 94	\$9.45 12.55	73 83	\$7.55 10.75

EXTRA HEAVYWEIGHT | 42 XM 2508 | 42 XM 2504 | 42 XM 2517 | 42 XM 2513 | 101 | \$10.95 | 92 | \$8.75 | 105 | \$11.35 | 94 | \$9.25 | 111 | 13.85 | 102 | 11.65 | 113 | 13.85 | 102 | 12.45 12x60

ONLY

CASH

With Trap to Wall WAS FORMERLY

# SearsDELAWARE CABINET SINK

Lower than our Big Catalog Prices Roomy, space-saving cabinet.
Genuine-Aristocrat enamelwarethe finest quality made.

Heavy cast iron coated with gleaming white porcelain enamel. Equipped with step-saving, space-saving all steel cabinet, finished in white lacquer which has two large compartments. Adds to kitchen storage space.

The sink has an 8-in. back and is 6 in. deep. Length overall, 42 in. Size of sink, 22x20 in. Drainboard, 20x20 in. All fittings—indexed faucets—tubular trap—4½ in. strainer, and iron pipe connection—are of heavy brass, chromium plated. Shipped from Dallas or

Houston. Send order to city nearer you.

Order pipe and other materials for the installation. Use your credit. See page 43 for terms. Shpg. wt., complete 237 lbs. Sink only 164 lbs.

(A) (A)

Sink and Cabinet, Right Hand Drainboard

42 XM 4380—With trap to wall.\$25.95 42 XM 4382—With trap to floor. 26.50 Sink and Cabinet, Left Hand Drainboard

board.
42 XM 4381—With trap to wall.\$25.95
42 XM 4383—With trap to floor. 26.50
Sink Only. Right Hand Drainboard.
42 XM 4366—With trap to wall.\$13.65
42 XM 4368—With trap to floor. 14.20
Sink Only. Left Hand Drainboard.
42 XM 4367—With trap to wall.\$13.65
42 XM 4369—With trap to floor. 14.20



walls up to 60 ft. 4-ft. galvanized set length. 3x10-in. cylinder. It's a bargain at this price!

For wells less than 25 ft. deep, order 1 1/4-in. galvanized pipe to reach to lowest water level. For wells more than 25 ft. deep, with cylinder extended into water, add 20c per ft. for gal-vanized pipe and rod, to complete to make outfit. For shpg.wt., add 2 lbs. 8 oz. per ft. of extension. Sold with other goods on Easy Payments. See page 43. Shpg.

wt., 68 lbs.

42 XM 2353
With iron cylinder
.....\$5.65 inder.....\$6.65 42 XM 2355

Pump Standard Only. Without pipe, cylinder or pump rod. Tapped 11/4-in. Shpg. wt., 41 lbs....\$3.35 Pitcher Spout Pump



For wells or cisterns up to 20 ft. deep. Heavy cast iron, painted red, with 3-in. cylinder. Takes 11/4-in. pipe. Adjustable head. Shpg. wt., 21 lbs.

Bottom

cylinder comes 4 ft. below

base of

standard

42 X 2370
With iron cylinder....\$1.49
42 X 2371
With brass-lined cylinder.\$2.15

Average 1gth. 20 ft., 6 in. Both ends threaded; with one coupling. lgths., threads extra as below

15 01					, octov		
In- side	Shp	.,	42 X M Bla		42 X IV Galva		Threads Extra
Diam.	Per		Per	100	Per	100	Each End
In.	Lbs.	_	Ft.	Ft.	Ft.	Ft.	
1/4 3/8		6	4c	\$3.77	5 1/2 C	\$5.40	5c
3/8	•	8 12	4c 5c	3.77 4.86	5 1/2 C		.5c 5c
3/4	i	12	61/4 c				5c
1	1	8	83/4 c		10½ c		<u>7</u> c
1/4	2	4	/		141/4 c		. 7c
1 1/2	2 3	8		13.78 18-53	2234 c	16.90 22.70	9c 22c



Acid-resisting porcelain enameled sink of extra durable heavy gauge steel. Underside is glazed finish. If wanted with strainer and tailpiece add 55c.

with strainer and tailpiece add 55c. Shipped from Dallas or Houston. Send order to city nearer you.

42 X 6200—State size wanted. Size, in. 24x16 30x18 30x20 Shpg. wt., lbs. 26 28 30 Each....\$3.19 \$3.49 \$3.98

### **Heavy Cast Iron Sinks**

Porcelain enameled inside. Outside is black burned-on ground coat; easy to paint. For strainer and tailpiece add 55c. For Easy Payments see page 43.
42 X 4270—State size wanted.
Size, in.. 24x16 30x18 30x20

Shpg. wt., lbs. 51 72 75 Each....\$3.49 \$3.69 \$4.45

# Blue Flame Oil Heater



Heats 125 to 150 gal. to bath temperature on 1 gal. fuel. In-stant lighting.

Smokeless; odorless. Can be left burning constantly on low flame so warm water is always on tap. For 30-gal, range boiler. Listed by Underwriters' Laboratories and Good Housekeeping

SEARS, ROEBUCK C 107



The Finest Peach Trees Grown

### **Plant Peach Trees Now**

You can't buy better peach trees than those produced by our nurserymen. They have strong roots, straight trunks and well balanced tops. Inferior trees at lower prices usually prove to be a bad bargain. It pays to buy the best! Peaches are the South's best paying fruit crop. Here are the varieties best adapted to Texas conditions. Plant trees 18 feet apart.

Alexander: Large; Red; sweet and juicy. Ripens in May.
Mayflower: Earliest peach. Freestone. Ripens in May.
Early Wheeler: Best for early market. Ripens late May.
Honey: Medium size; flesh creamy white, juicy. Ripens
May. Suitable for planting in the Gulf Coast region.
Mamie Ross: Large white and red semi-cling. June.
Governor Hogg: Large white, semi-cling with blush; tender, juicy, highly flavored. Ripens in June.
Early Elberta (Freestone): Very large; few days earlier than Elberta. Ripens about July 10.
Elberta: The most popular variety. Standard for either shipping or canning. Bears regular and heavy crops of large yellow freestone fruit, ripening in July.
Elberta Cling: Similar to Elberta, except a cling.

Texan: One of the finest eating peaches ever grown. Juicy, sweet and of delicious flavor. Ripens early in July.

General Lee (Cling): Sure and prolific. Large, round; skin creamy white mottled with red, Ripens in July.

Indian Cling: Dark Brown cling with deep red veins; flesh dark red; juicy. Ripens in August.

Belle of Georgia (Freestone): Very large in size, golden yellow. Ripens about August 10 to 15.

Henrietta (Cling) A deep yellow cling. Ripens in September.

Stinson: One of the best late peaches. Large, white with red

cheeks. Ripens late in September. We can also furnish J. H. Hale, Hobson Cling, Leona (a native variety), Minnie Stamford and Krummel. State Variety wanted. Postpaid.

Catalog No.	Size, Feet	Each	Five	Ten
71 X 112	2 to 3	22c	\$0.98	\$1.89
71 X 113	3 to 4	29c	1.35	2.49
71 X 114	4 to 6	39c	1.79	3.45



### Eastern Varieties of Pecans

Adapted for planting east of Dallas. Success: Large nut; thin shell, plump kernel, fine flavor. Stuart: Splendid quality. Large nut, medium thin shell. Delmas: Large to very large; shell moderately thin.
Schley: Thin shelled nuts; Kernel of good quality.
State Variety Wanted. Postpaid.

Catalog No.	Size, Feet	Each	Five	Ten
71 X 302	2 to 3	\$0.89	\$4.29	\$7.29
71 X 303	3 to 4	1.10	4.98	8.95

### Western Varieties of Pecans

Adapted for planting west of Dallas. Higher in price on account of the difficulty of propagating them.

Burkett: One of the best varieties for West Texas. Medium size; well filled nuts. Good flavor and very prolific.

Halbert: Good for black waxy land. Should not be set in East Texas: early Medium size; very this shell.

Texas; early. Medium size; very thin shell. State Variety Wanted. Postpaid. Catalog No. Ten Size, Feet Each Five \$1.23 1.45 2 to 3 3 to 4 \$10.25 12.98 \$5.89 6.79

**English Walnut Trees** 

Perfectly hardy	throughout	the South.	Postpaid.	Ten
Catalog No.	Size, Feet	Each	Five	
71 X 342	2 to 3	\$0.95	\$4.39	\$ 8.49
71 X 343	3 to 4	1.35	5.95	10.50

### **Almond Trees**

Texas Prolific, esp Catalog No.	pecially adap Size, Feet A	ted to Texas Each	. Postpaid.	Ten
71 X 322	2 to 3	\$0.95	\$4.39	\$ 8.49
71 X 323	3 to 4	1.19	5.50	10.25

108 SEARS, ROEBUCK AND CO.

The Nursery Stock on Pages 108 and 109, except strawberry plants, may be in-cluded in a Home Modernization Loan —up to 3 years to pay. See Page 42.



GUARANTEE: We guarantee our nursand plants true to name, with the explicit understanding that should any prove not true to name, we will return the money paid or replace it with other stock. We are not liable for damage in transit or unsatisfactory for any fiteen days and we will replace the stock or return your money. 

### Buy Quality SOUTHERN GROWN NURSERY STOCK At SEARS MONEY SAVING PRICES

- Shipped direct to you from nursery near Dallas. POSTPAID.
- 2. Finest Quality, Texas Grown.
- Guaranteed true to name and to reach you alive and in good condition.
- Inspected and certified by State Department of Agriculture.

All Prices on Pages 108 to 115 inclusive-Good until June 1, 1935



# Fruit Trees for Yard or Orchard

### Pear Trees

Another money maker in the South. Brings good profits. Plant 20 to 25 feet apart.

Bartlett: Large; rich flavor.
Kieffer: Fine for cooking, canning
and market. Large yellow.
Duchess: Juicy, excellent flavor.
Leconte: Flesh white, juicy, firm.
Pineapple: Perhaps the most val-

Pineapple: Perhaps the most val-uable for extreme southwest. Practically blightproof. Seckel: Commonly called the "Sugar" pear. Deliciously sweet. State Variety Wanted. Post-

paid.

Cat. No.				
71 X 122	2 to 3	29c	\$1.35	\$2.49
71 X 123		39c	1.79	3.4
71 X 124	4 to 6	49c	2.19	3.9

### Plum Trees

Easy to grow; bear early and yield heavily. Set 18 feet apart. America: Big, yellow, fine cook-

ing variety.

Abundance: Yellow flesh. Burbank: Large; greenish yellow. Gold: Yellow with some red. atsuma: Purplish red; firm. Wild Goose: Large: deep red.
Shiro: Yellow; delicious flavor.
Gonzales: Large. Tasty.
Wickson: Large dark red plum.

Bruce: Does well practically anywhere in Texas. Large red, early.
Compass: Cross between cherry
and plum. Red. Good flavor.
State Variety Wanted. Post-

paid. Cat. No. | Size Ft. | Each | Five | -Ten 71 X 142 2 to 3 71 X 143 3 to 4 29c \$1.35 \$2.49 39c 1.79 3.45 49c 2.19 3.98 71 X 144 4 to 6

### **Apple Trees**

The best varieties for Texas. Set 30 to 40 ft. apart.

Set 30 to 40 ft. apart.

Delicious: Large, handsome, late fall. Widely planted.

Red June: One of the best early apples. Ripens in summer.

Texas Red: Excellent quality summer apple; abundant bearer.

Early Harvest: Medium size; pale yellow, juicy, slightly acid.

Arkansas Black: Dark Red.

Flesh fine grained and juicy.

Flesh fine grained and juicy. Keeps well, bears quite young. State Variety Wanted. Postpaid. Cat. No. | Size Ft. | Each | Five | Ten

71 X 102 2 to 3 24c \$1.10 \$1.98 71 X 103 3 to 4 34c 1.59 2.79 71 X 104 4 to 6 44c 1.98 3.79

### **Apricot Trees**

Bear early; set 18 ft. apart. Cluster: Fruit yellow.
Moorpark: One of the largest;
Orange red, juicy; rich flavor.
Brady: Especially valuable for
West Texas; quality excellent.
Early Golden: One of the finest

early apricots.
State Variety Wanted. Postpaid. Cat. No. | Size Ft. | Each | Five | Ten 71 X 132 2 to 3 29c \$1.35 \$2.49 71 X 133 3 to 4 39c 1.79 3.35

# 3 to 4 4 to 6 **Plumcot Trees**

Valuable new fruit. Postpaid. Cat. No. Size H. [Each Five Ten 71 X 212 71 X 213 71 X 214 2 to 3 45c \$1.98 \$3.49 55c 2.45 4.49 3 to 4



### **Prune Trees**

Improved French: The standard commercial drying prune, also very delicious when eaten ripe. An excellent quality.
Postpaid.

Cat. No.	Size Ft.	Each	Five	Ten
Cat. No. 71 X 152 71 X 153 71 X 154	2 to 3	45c	\$1.98	\$3.49
	3 to 4	55c	2.45	4.49
	4 to 6	65c	2.95	5.49

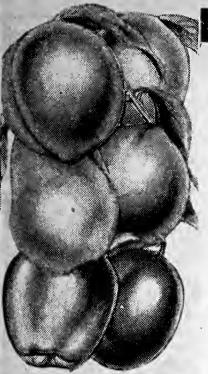


### Persimmons

The demand for these is constantly increasing. Tane Nashl: The best known and most popular variety; large. Early bearer, early ripening and

productive. Delicious fruit. Postpaid.

Cat. No.	Size Feet <sub>1</sub>	Each	Five Trees	Ten Trees	
71 X 232	2 to 3	49c	\$2.35	\$4.25	
71 X 233	3 to 4	59c	2.89	5.45	



# **Enough Fruit for the Family**

TREES

With our special fruit tree assortment you can have your own fruit from early until late in the season. This home garden combination will provide sufficient fruit for the average family and you can use the surplus in canning or for making preserves.
The trees are grown under

\$2.50 Value

the strict supervision of experienced nurserymen and are the best that can be produced. They are carefully inspected and are guaranteed to be healthy and free from disease. A certificate of the Dept. of Agriculture accompanies all shipments.

This special assortment is made up of: 1 Plum Tree 1 Pear Tree

1 Apple Tree 1
1 Apricot Tree 1
2 Peach Trees

Your choice of varieties. Make selection from Page 108 and be sure to specify varieties on your order. All trees, 3 to 4 ft. tall. Shipped from Nursery near Dallas. Postpaid. \$1.89



POSTPAID

### Fresh Dug Plants

Strawberry plants produce large crops quickly and Texas grown fruit brings big prices in the Northern Markets.

### Standard Varieties

Blakemore: This new outstanding early bearer was originated at the U. S. Plant Field Station and is highly recommended to southern growers. Large, bright red berries.

Excelsior: Berries deep dark red, very glossy and attractive. The earliest spring bearing strawberry grown.

Lady Thompson: The money making strawberry for the Southern States. Medium early.

Imp. Klondyke: One of the most largely grown varieties in the South. Berries ripen evenly and have good quality. Medium early.

Aroma: A late variety with a constantly widening field. The fruit of this variety is very large and bright red to the center.

### **Everbearing Varieties**

Progressive: Strong large plants producing fruit of fine flavor and firm texture. One hundred plants will give enough berries

throughout the season for the average family.

Mastodon: A great new berry. The largest and most productive of the everbearers. Sweet, highly flavored, and a good

shipper. State Variety Wanted. Shipped from nursery near Dallas.

Catalog	Name	50	100	250	500
No.		Plants	Plants	Plants	Plants
	Standard Vari- eties Progressive Mastodon	59c 85c 98c	\$0.85 1.39 1.59	\$1.59 2.89 3.25	\$2.98 4.25 5.98

Blackberries and Raspberries Dallas: Blackberry; Large, juicy, sweet. McDonald: Plant Dallas or Austin nearby

Austin Dewberry: One of nature's most

Thornless Dewberry: Similar to Austin;

Youngberry: Promising variety for the South. Southern Raspberry: Here is at last, a red

95c 95c

Plants Plants Plants Plants

State Variety Wanted. Postpaid. Any of | 10 | 25 | 50

Name

berry..











CONCORD GRAPES

WORTH

### Home Garden Grape Assortment

Nothing so delicious as Grapes picked from vines in your own garden where they can be allowed to ripen to just the right degree. They make refreshing juice for beverage purposes and jams that will taste good during the winter months when fresh fruit is not available.

Our special low priced assortment consists of 2 Concord (black), 1 Niagara (White), 1 Delaware (red), and 1 America (black), all suited to the control of the South Theorems at rong vines of cultivation in the South. These five strong vines of the most popular varieties are extremely low priced. Order one or two assortments while this low price is in effect. These are all 2 year old vines. Shipped from Nursery Near Dallas.

# 71 X 581—Postpaid...... 5 Vines for 79c

### Popular Varieties

Grapes are easy to grow. They do well all over the South. Varieties below have been selected as best adapted to this section. Vines are 2 years old.

America: Medium large, black. Ripens August.
Carmen: A fine black. Ripens August.
Edna: White; ripens August to September.
Ellen Scott: Valuable in the Southwest. Fruit

large; purple covered with bloom.

Agawam: A dark red grape, rich, sweet.

Niagara: Large, early white grape.

Delaware: Medium size; bright red.

Catawba: Clear dark red, medium size, juicy.

State Variety Wanted. Postpaid. 71 x 570 6 for 83c; 3 for 45c; Ea. 18c Concord: A standard variety for northern Texas. Fruit large and black. July. Postpaid.

71 X 552 6 for 79C; 3 for 42C; Ea. 16C **Western Varieties** 

Thompson's Seedless: Fruit small, greenish

3 Vines Vines 59c; 6 Vines for Shipped from Nursery near Dallas. \$1.15

# **Cherry Trees**

Cherry trees around the home are ornamental

cherry trees around the home are ornamental as well as useful. Sweet cherries should be planted near other cherry trees for pollenization. Plant cherry trees 20 feet apart.

Early Richmond: Sour; dark red; juicy; rich acid flavor; best early sour cherry. Ripens in May.

Montmorency: Sour; large red; ripening ten days after Richmond, slow grower, but prolific.

Governor Wood: Sweet; an old favorite; fruit large, sweet and juicy; light yellow flaked with red.

Black Tartarian: Sweet; black; juicy; excellent flavor. Ripens in May. flavor. Ripens in May.

State va	riety wa	nted.	Postpaid	4.	
Cat. No.					
71 X 162 71 X 163 71 X 164	2 to 3 3 to 4 4 to 6	39c 49c 59c	\$1.69 2.29 2.85	\$3.15 4.25 4.98	

### **Plant Figs Now**

Every home should have a few Fig trees. They bear early, usually the first year: very prolific.

Magnolia: Fruit very large, sweet and rich. Ripens June until frost.

Brown Turkey: Large: color brownish purple; fruit very sweet; hardier than Magnolia. Late June. Celestial: Probably the sweetest of all figs. Small, brown. Hardy and prolific.

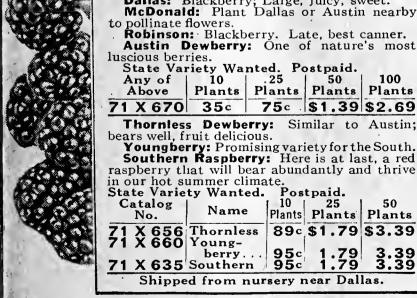
State Variety Wanted. Postpaid. Size | Each | Five Cat. No. 1 Ten ' 71 X 171 18 to 24 in. 29c \$1.35 \$2.59 71 X 172 2 to 3 ft. 39c 1.69 2.98 71 X 173 3 to 4 ft. 49c 2.29 4.10

### **Mulberries**

If you raise chickens, be sure to plant Mulberries. Hicks Everbearing: Fine grower; bears profusely. English: Large black; excellent quality; earlier than Hicks.

State Variety Wanted. Postpaid. Cat. No. |Size, Ft. | Each | Five | 36c \$1.69 \$2.98 55c 2.59 4.79 71 X 183 3 to 4 71 X 184 4 to 5

SEARS, ROEBUCK AND CO. © 109



# Quinces A very valuable fruit for jellies and pre-

serves. Orange. Best variety of Quince. Postpaid.

Any of

Catalog

No.

Size ft. Each Five 71 X 292 2 to 3 71 X 293 3 to 4 71 X 294 4 to 6 42c \$1.98 53c 2.45 63c 2.98



Shipped from nursery near Dallas.

### Nectarines

Thrive anywhere peaches will grow.

Red Roman. Large round fruit, greenish yellow streaked with red. Postpaid.

Cat. No. | Size ft. | Each | Five 71 X 202 71 X 203 \$1.45 1.79 2.29 2 to 3 32c 3 to 4 39c 4 to 6

Plants Plants Plants

89c \$1.79 \$3.39

1.79 1.79



# 500 ONION PLANTS 100 CABBAGE PLANTS

You can find out about Sears Vegetable Plants by ordering this combination. You can learn how strong and sturdy our plants are and how profitable it is to grow vegetables from Sears plants.

There are enough plants in this combination to supply the needs of the average family. You can sell the surplus for much more than the cost of the plants and have plenty of vegetables left for yourself.

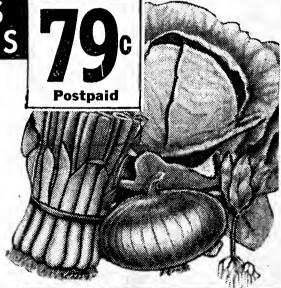
You may select your varieties from those listed on this page. The same strong, sturdy and healthy plants offered regularly will be sent to you on this Special offer. Shipment will be made from East Texas by Parcel Post. Postpaid.

500 ONION and 100 CABBAGE PLANTS 79C

# CABBAGE SEED

All Seasons. 71 X 2220—Large heads; deep; med. early. Oz. 23c; 4-lb. 52c; Pkt5	C
Copenhagen Market. 71 X 2114—Rou	nd
headed; weight about 10 lbs. Oz. 23c; 4-lb. 65c; Pkt	C
Charleston Wakefield. 71 X 2208—Five	or
six days earlier than Early Jersey. Oz. 23c; ¼-lb. 57c; Pkt	C
Early Jersey Wakefield. 71 X 2115—	2
Cone shape. Oz. 23c; 1/4-lb. 57c; Pkt5	
Glory of Enkhuizen. 71 X 2222—Nearly round. Oz. 25c; ¼-lb. 59c; Pkt	C
Petsai Chinese. 71 X 2207—Oz. 23c; 8 1/4-lb. 57c; Packet	
Y4-lb. 57c; Packet	
Large heads; broad flat top.	_
Large heads; broad flat top. Oz. 23c; ¼-lb. 57c; Pkt	
South Texas variety.	oa
South Texas variety. Oz. 23c; /4-lb. 65c; Pkt	
Seeds shipped from Mail Order House. Postpa	id∙

110 ° SEARS, ROEBUCK AND CO.



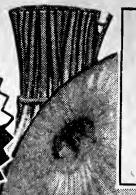


### For Early Onions to Pull Green

The best for this purpose. Our sets are grown by specialists who grow nothing else. They are carefully selected and graded. Not blended with small matured onions. 1 pound will plant about 100-foot row.

Shipped from Mail Order House. Postpaid.

Yellow. 71 X 2175—3 lbs. 85c; 8 lbs. \$2.10; 1-lb. .... 32c Red. 71 X 2176—3 lbs. 85c; 8 lbs. \$2.10; 1-lb. .... 32c White. 71 X 2177—3 lbs. 89c; 8 lbs. \$2.25; 1-lb. .... 33c



Sears
SALE PRICE
500 Plants

500 Plants

POSTPAID

ONION PLANTS

# Cash in on Onions Grow them from Certified Plants

Sears Onion Plants are known the country over for being strong, sturdy and healthy. Thousands of satisfied customers use them year after year. By using Sears State Certified Plants you can get a much earlier crop than you can from either seeds or sets. Try one-quarter acre and have some money coming in early. 4 acre requires 10,000 plants set 3 in. apart in rows, and rows 3 ft. apart. Crate lots shipped from SOUTH TEXAS, from which point you pay express charges. Express charges on crate lots average about 60c to points in territory served by our Dallas store. Less than crate lots are shipped from DALLAS store by Parcel Post. Postpaid.

Notice: Onion plants are tied in bundles of approximately 100 plants. Bundles may vary slightly, some containing a few less than 100 plants and some a few more.

### Crystal Wax Bermuda

The favorite Bermuda onion. Brings good market prices because of its color.

71 XM 702—6,000 plants (1 crate) shipped by Express. Not Prepaid. \$2.98

### Yellow Bermuda

The onion that made Texas famous as an onion growing state. Excellent quality.

71 X 705—Per 5 bundles (approx-59c imately 500 plants). Postpaid......59c
71 X 706—Per 10 bundles, (approximately 1,000 plants). Postpaid

71 XM 707—6,000 plants (1 crate). Shipped by Express. Not prepaid. \$2.98

### Spanish Valencia

A large sweet globe onion, uniform in size and mild in flavor. They are splendid keepers and can be safely stored much longer than the Bermudas.

71 X 710-5 bundles (approximately 500 plants). Postpaid.......... 59C 71 X 711-10 bundles (approximately 1,000 plants). Postpaid...... 98C

71 XM 712—6,000 plants (1 crate). Shipped by Express. Not prepaid. Shpg. \$2.98 wt., 35 lbs.....

# ONION SEED

Southport Red Globe. 71 X 214	
heavy yielder and a splendid keeper. S	tand-
ard late variety in some sections. 1-oz. 18c; Pkt	8c
Giant Yellow Prizetaker. 71 X 21	
The profitable onion because of its	mild
sweet flavor and good shipping qualities. 1-oz. 18c; Pkt	80
ties. 1-oz. 18c; Pkt	.00
Mammoth Silver King. 71 X 2139-	-Fine
quality deep flat bulbs. Valuable for early market. 1-oz. 24c; Pkt	8c
early market. 1-oz. 24c; Pkt	.00
Yellow Bermuda. 71 X 2218-A	light
straw color with white flesh. Firm and mild. 1-oz. 23c; Pkt	80
mild. 1-oz. 23c; Pkt	.00
Crystal Wax Bermuda. 71 X 2217-	Flat
medium size and of mild delicate flavor. Imported Tenneriffe seed. 1-oz. 28c; Pkt	8c
Yellow Globe Danvers. 71 X 2248—	
dium early variety. White flesh toned	8c
with yellow. 1-oz. 18c; Pkt	.00
White Bunching Union. 71 X 2249-	-De-
sirable for green onions. 1-oz. <b>23c:</b> Pkt	80
1-0Z. <b>23C:</b> PKL	

Seeds shipped from Mail Order House. Postpaid.



smooth. 1-oz. packet..8c Dwarf Green Curled. 71 X 2190—Oz. 10c; ¼-lb. 23c; 1-lb. 69c; Black Beauty. 71 X 2205— Large thick fruit. Oz. 33c; Packet......8C <sub>2</sub>**111 SEARS** 

Kale` ...

1/4-lb. **39c**; Pkt.....

Egg Plant

**Collards** 

Georgia. 71 X 2169—Standard variety. Plant and cultivate same as cabbage. Oz. 10c; 4-lb.18c; Pkt.......5C

VEGETABLE SEEDS

As Low As PER PACKET

**Postpaid** 



Regular 10c **Packets** 

ANY 8° PACKET YOUR CHOICE

POSTPAID



# SMOOTH SOLID TOMATOES

Ponderosa. 71 X 2160-Sometimes called the beef steak tomato on account of the size when sliced. 1 oz., 45c; ¼ lb.,\$1.59; 8C

Dwarf Champion. 71 X 2163—Upright grower. Needs no staking. Early. Oz., 42c; /4-lb., \$1.23; Pkt.. 8C

Early Detroit. 71 X 2162
—Vigorous and very productive, nearly globe shape, solid. Good shipper. 1-oz., 37c; ¼-lb., \$1.15; 8c

Earliest, large, smooth, red tomato. 1-oz., 25c; 14-lb., 85c; Pkt.....5C Earliana.

Marglobe. 71 X 2244— Red fruited, for trucking or home gardens. 1-oz. 37c; ¼-lb., \$1.15; 8C

cGee. 71 X 2165— Crimson. Good black land McGee. variety. 1-oz., **25c;** 8c ¼-lb., **89c;** Pkt....8C Break O' Day. 71 X 2283

—Large, smooth, red and solid. Becoming a popular early tomato among market gardeners. 1-oz., 45c; 4-lb., \$1.39; Pkt..

Dwarf Stone. 71 X 2284
—Early red, equal in quality to the regular Stone, smooth, solid. One of the best bush varieties for Texas. Oz., 45c; Y-lb., \$1.39; Pkt...8C

Gulf State Market.
71 X 2285—Fine black land variety. One of the

best shippers. Blight resistant and heavy producer. Oz., 37c; 4-lb., \$1.19; Pkt. 8C

John Baer. 71 X 2286—
Extra early scarlet tomato,

large smooth fruit of high. quality. Good shipper. Oz., 23c; ¼-lb., 85; 8C

Chalk's Early Jewel. 71 X 2287—Scarlet. Large fruit of a sweet flavor, ripening about ten days later than Earliana; flesh is thick and solid with few seeds. Oz., 25c; 14-lb., 89c; Pkt. . . . . 8C

# FANCY GARDEN PEAS

Alaska. 71 X 2213-Earliest pea grown; hardy and prolific. 1/4-lb. 12c; 1-lb., 28c; 8C 5 lbs., 98c; 2-oz.pkt. 8C

First and Best.

71 X 2144-V e r y 

Thomas Laxton.

71 X 2145—E a rly wrinkled type quality, unsurpassed. Height 3 feet. One of the best. 1/4-lb., 13c; 1-lb., 32c; 5 lbs., \$1.05; 2-oz. pkt......8C

Bliss Everbearing.

**71 X 2214**—Desirable for late summer planting. Height about 2½ to 3 ft.. ¼-lb., 12c; 1-lb., 28c; 5 lbs., 98c; 8C

Nott's Excelsior.

71 X 2212—D warf variety. ¼-lb., 14c; 1-lb., 33c; 5 lbs., 8C \$1.23; Packet....8C

Improved Telephone. 71 X 2146—A tall late pea and one of the best for all purposes Exceptionally large well filled pods. 1/4-lb., 12c; 1-lb., 28c; 5 lbs., 8C 98c; 2-oz. packet. 8C

Little Marvel. 71 X 2147—V e r y productive, hardy and sweet. Remains in picking condition a week longer than other varieties. ¼-lb., 14c; 1-lb., 37c; 5 lbs., \$1.49;8C

Extra early tall pea of excellent quality. ¼-lb., 12c; 1-lb., 32c; 5 lbs., \$1.05; 2-oz. pkt.,.....

Champion of England.
71 X 2210—One of the best, tall wrinkled.
14-lb., 12c; 1-lb., 29c;
5 lbs., \$1.05;
2-oz pkt 2-oz. pkt.....8C

White Marrowfat.
71 X 2211—L a r g e
well filled pods. 1/4-lb.,
12c; 1-lb., 28c; 5 8C
lbs., 98c; 2-oz. pkt..8C

# SOUASH

MELON

dium size, oval and thin skinned. Used for canning and pies. 4-lb., 31c; Hubbard. ...8c 1-oz. pkt.....

Fordhook Vining.
71 X 2280—Oblong shaped with cream colored skin. Flesh light yellow, very thick and of excellent quality. 4-lb., 31c; 1-oz. pkt......8c

White Bush Scalloped. 71 X 2152—Early, flat, round. Sometimes called "Patty Pan." ¼-lb., 28c; 8c.

Yellow Summer Crookneck. 71 X 2153—Has warted shell of bright yellow color. Excellent quality. 4-lb., 8c 28c; 1-oz. pkt......8c Tom Watson. 71 X 2131— Very large, thin tough rind. Flesh brilliant scarlet. Deli-

cious flavor. 1-oz. 10c; 5c; ¼-lb., 23c; Packet .....5C

Stone Mountain. 71 X 2236

—Largest of the round melons.
One of the most satisfactory for market and home use.

Sweet and solid all the way. 

—An early oblong melon. Flesh beautiful crimson of the finest

# RADISHES

Early Scarlet White Tipped. 71 X 2154

One of the earliest; bright red, crisp and tender. 1/4-lb., 23c; 8C 1-oz. pkt.....

Farly Scarlet Globe.
71 X 2158—Very yearly, crisp, mild and tender. The most prolific. 4-lb., 23c; 8c

French Breakfast. 71 X 2157—An olive shaped half long radish, deep red shading to white tip. 1/4-lb., 8C

Long Scarlet Short Top.
71 X 2155—Roots
long, crisp and tender.
Tops rather small. 1/4-1b., 23c; 1-oz. pkt.8C

White Icicle.
71 X 2156—An early maturing, long white radish of excellent quality. 1/4-lb., 23c; 8c 1-oz. pkt......8C

# TURNIPS

Purple Top Strap Leaf. 71 X 2166—Flat, white with purple top; fine grained and tender. ¼-lb., 19c; 8C 1-oz. pkt..... 1-oz. pkt.....

Purple Top White Globe.
71 X 2167—Excellent table variety, good size.
1/4-lb., 19c; 1 oz. pkt....5C

Seven Top. 71 X 2243
The name describes this tur nip. Does not winter kill. 1/4-lb., 19c; 

Shogoin or Japanese.
71 X 2240—New and extremely useful. Lice resisting. Grows quickly. Tops are edible. Bulbs tender. Superior quality. 1/4-lb., 5C 19c; 1-oz. pkt..........................5C

### Rutabaga

American Purple Top. 71 X 2168—Large globular. Yellow with purple top. For table use or stock feeding. 4-lb., 19c; 5c

# **PEPPERS**

Chinese Giant. 71 X 2149—One of the largest peppers. Very mild, tender and sweet. 1-oz., 33c; Pkt... 8C Long Red Cayenne.
71 X 2150—Small and long.

Productive and strong. 8C 1-oz., 33c; Pkt...........8C Ruby King. 71 X 2148— Very prolific. Pods, 3 to 4½ in. long, bright red.
1-oz., 28c; Pkt.....8c



Armour's Lawn and Garden Grower

For beautiful lawns and early vegetables, use this widely known ferti-lizer. Requires about 4 pounds for each 100 sq. ft. 5 and 25 lb. bags mailable. Not Prepaid.

5-lb. bag. 71  $\times$  3000— 39c Shpg. wt., 5 lbs. 8 oz...... 100-lb. bag. 71 XM 3003—Shpg. wt., 102 lbs. Shipped (2) 20 



Lime Sulphur. Dry Powder

The most dependable and efficient control for Scale Insects and Blister Mite. Prevents diseases such as Peach leaf curl,

Apple Scab, Brown Rot, etc. Mailable except 100 lbs., shipped by express or freight. Not Prepaid.

Weight	Cat. No.	Shpg .Wt.	Price
5 lbs.	71 X 4735	8 lbs.	\$0.89
10 lbs.	71 X 4736	13 lbs.	1.69
100 lbs.	71 XM 4737	105 lbs.	9.98



Lbs.

1

Arsenate of Lead

For killing Potato Bugs, Caterpillars, Cut Worms and all Leaf Eating Insects. Mailable.

Not Prepaid Wt. | Cat. No. | Shpg. | Wt. | Price 71X4709 2 lbs. \$0.24 71X4710 5 lbs. 71X4711 31 lbs. 4.69 4.69

G	REEN
20	1111111111
2	AS ROLOUCH
Wt.	Cat.
1	71 X

**Paris** Green

is popular in secticide is Now mailable. 100 lbs. shipped by freight or express only.

	111	or rich	aiu.
Wt.	Cat. No.	Shpg. Wt.	Price
1 5	71 X 4700 71 X 4701	2 lbs. 6 lbs.	\$0.39
100	71 X 4702 71 XM 4703	16 lbs.	4.45

### Black Leaf 40

For destroying insects on trees and plants, and for dipping sheep. Also kills poultry lice. 1-oz. bottle makes 6 gals. of spray. Mailable. Not Prepaid.

	Size	Cat. No.	Shpg. Wt.	Price
ê II de	1 oz.	71 X 4755	8 oz.	\$0.28
	5 oz.	71 X 4756	2 lbs.	.87
	2 lbs.	71 X 4757	4 lbs.	2.89



### Master Ant Killer

This effective Ant Killer will quickly rid your house, lawn or garden of these pests. Thousands of our customers have used it with satisfactory results. Mailable. Not Prepaid. Shpg. wt., 8 oz.

71 X 4848—2-oz. bottle. 23C

112 ° SEARS-ROEBUCK



**Asters** Glant Ostrich Plume. 71 X 2359—Finest type of Ostrich feather Aster.

Giant Branching.
71 X 2307—Long
stems for cut flowers Giant Comet

1 X 2308—Mixed colors.

Baby's Breath
Gypsophila.
71 X 2366—Easily
grown. Bears numerous tiny flowers producing misty effect.

**Balsam Apple** 71 X 2324—An excellent climber.

# MAKE YOUR YARD COLORFUL WITH SEARS FLOWER SEEDS

Everyone likes flowers. They are so easy to raise from our tested seeds. No better strains obtainable at any price. And you get more seed—more flowers—for less money. All seeds shipped Postpaid. See guarantee on Page 108.

Blue Bonnet 71 X 2351—Fine for cut flowers. Calendula

Pot Marigold.
71 X 2358—One of the best and showiest hardy annuals.

**Canterbury Bell** Campanula.
71 X2372—Hardy choice mixed.

Cornflower Cyanus (Bachelor Button). 71 X 2318— Purple, blue and white flowers Imperialis (Royal Sweet Sultan). 71 X 2319 Mixed colors.

(E) Cosmos Giant Mixed.
71 X 2320—F a st
growing annual.

SUNFLOWER

Cypress Vine 71 X 2325—White and red blossoms.

(C) English Daisy 71 X 2361—Rock Garden favorite.

**Shasta Daisy** Perennial. 1 X 2373-F o r border or cutting.

Candytuft Fine Mixed. 71 X 2306—A wide range of colors. YOUR CHOICE OF ANY 8c PACKETS

POSTPAID

(A) Carnation

Giant Marguerite 71 X 2354—Large size. Mixed colors.

Chrysanthemum Single Mixed.

71 X 2355—A popular garden flower.

Climber Bean Jack or Hyacinth Bean. 71 X 2326—Fine climber; purple and white flowers.

Four O'Clock 71 X 2329-Flowers open about four o'clock in the after-



### Zinnias or **Old Maids**

This hardy annual is easy to grow; it blooms abundantly and continuously. Sears Zinnia seed is gathered from the fin-

sgathered from the nn-est and newer strains.

Double Giant Zinnlas.

71 X 2390—Burnt Orange
71 X 2391—Lavender
71 X 2392—Pink
71 X 2393—Red
71 X 2394—Yellow
71 X 2304—Mixture
Without doubt Searce

Without doubt Sears Zinnia mixture is one of the finest obtainable.

Double Dahlia Flowered Zinnías.

71 X 2305—An assortment of unusual shades and mainmoth sized Zinnias. Be sure to have some in your garden this summer. Any of Per packet ......8c

# Sears. FLOWER SEEDS ARE EASILY GROWN

Chinese Woolflower (Childsi). 71 X 2317— Flowers resemble a ball of colored wool.

Foxglove-Perennial Digitalis. 71 X 2371 Old favorite. Mixed.

Geranium Geranium. 71 X 2312
—Raise your own plants. Fairly easy to grow. Mixed colors.

Gourds 71 X 2327—Orna-mental Gourds are very interesting climbers; all sorts mixed.

(B) Hollyhocks Double Mixed. 71 X 2330 Kochia

(Mexican Fire or Burning Bush.) 71 X 2332 Globe shaped bush about 3 feet high. Turns to deep red in fall.

**Lady Slipper** (Balsam).
Double Mixed.
71 X 2313—Produces abundance of brilliantly colored flowers.

(D) Larkspur Tall Double.
71 X 2333—Mixed colors; one of the most popular annuals.

Perennial.
71 X 2370—Splendid range of colors.

T1 X 2374—Annual; long graceful spikes of rich colored pea-shaped flowers. Mixed.

Marigold Pouble African Mixed. 71 X 2334—An old favorite. Grows about 3 feet.

**Morning Glory** Imperial Japanese.
71 X 2328 — Largest
in size of any Morning

Glory; mixed colors. Mourning Bride
Scabiosa. 71 X 2364—
Also known as the Pincushion plant. Mixed.

**Nasturtiums** 

One of our most desir-

able flowers.

Tall Mixed. 71 X 2335

Dwarf Mixed.71 X 2336

Pkt....8c; Ounce.10c

Petunia Single. 71 X 2338 Mixed.

Phlox-Giant Fine Mixed. 71 X 2339
—All Colors.

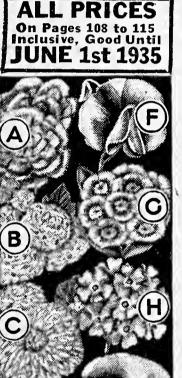
Hardy Garden Pinks

Resemble carnations.
Double Mixed. 71 X 2300
Single Mixed. 71 X 2301 Vinca—Periwinkle

Mixed Colors. 71 X 2302—Glossy green foliage; white and rose color flowers. Blooms until frost.

Poppies
Shirley. 71 X 2341—
Most beautiful of all poppies, single blossoms of assorted colors.

Peony—Flowered
71 X 2342—Large
showy double fringed flowers of various colors.



Poppies C't'd

(K) California Poppy.
71 X 2360—The State
Flower of California. A free flowering plant low spreading growth; fine silvery foliage.

Golden Gate. 71 X 2347—Beautiful mixture. Finest offered. Many varieties.

**Portulaca** (Moss Rose) Double Mixed.71X2337 -Low growing annual in a large variety of colors.

(J) Pansy Giant Mixed. 71 X2345
—Splendid mixture of giant flowering kinds.

Snapdragon Mixed Colors. 71X2314 -Fine for cutting.

Salpiglossis Painted Tongue. 71 X 2365 — Much like a Petunia. Mixed.

Salvia (Scarlet Sage) 71 X 2344—Crimson flowers that bloom in the fall.

Strawflower Helichrysum. Mixed.
71 X 2356—For drying. Cut when partially opened. Suspend with heads down.

Stocks Large Flowering. 71 X 2357—Small rosette-like flowers on long stalks. Mixed colors.

corresponding numbers.

Sweet Alyssum Maritimum. 71 X 2309

—A hardy annual used for borders. White flowers.

(F) Sweet Peas Spencer Sweet Peas.
71 X 2323—Perhaps the most desirable of all flowers. Mixed.
Per Packet.....8C 

Early Sweet Peas.
71 X 2350 — Newest thing in Sweet Peas. Flowers earlier than Spencer. 

(G) Sweet William 71 X 2343—Fine for borders or beds; rich and varied colors.

Sunflower

Giant Russian. 71 X 2321—Grows 8 to 12 ft. high. Seed is good for poultry. Pkt., 8c; 1 lb., 23c; 5 lbs....89c

Double Chrysanthemum Flower. 71 X 2322—6 to 8 ft. tall. Bears many double golden-yellow flowers.

> Tickseed (CalliopsIs)

71 X 2362 — Not only decorative in garden but make fine bouquets.

(H) Verbena

Mixed Colors.
71 X 2303—Very desirable for massing in beds and flower boxes.

Fine Quality **Bermuda Grass** 



POST-PAID

Sow this high grade Bermuda Grass Seed early for a beautiful Spring lawn.
Order now as supply is limited on account of drouth. Postpaid.

1-Lb. Pkg......39c

Come = Dakt

Here is EVERYTHING needed for the perfect garden. Correct in color and form

D

and design ... a garden actually PLANT-ED THROUGH A PATTERN!

What You Get

Mulch paper pattern with numbered holes for planting. 7 or 15 packets of seed, depending on size. Vigoro Plant Food. Wires and staples for anchoring. Simple instructions. What You Do

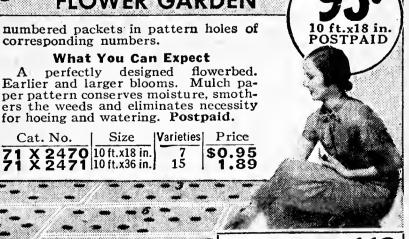
Prepare soil for planting. Stake down mulch paper pattern. Plant seed from

**PLANNED** FLOWER GARDEN

What You Can Expect

A perfectly designed flowerbed. Earlier and larger blooms. Mulch paper pattern conserves moisture, smothers the weeds and eliminates necessity for hoeing and watering. Postpaid.

Size |Varieties| Price Cat. No. 71 X 2470 10 ft.x18 in. 71 X 2471 10 ft.x36 in. \$0.95 1.89 15



**SEARS** 

113



# A \$2.50 VALUE

Everblooming Rose Bushes

POSTPAID

### DIXIE Rose Collection

This collection of six rose bushes has been specially selected by our rose grower. It is made up of choice varieties in assorted colors and is an extraordinary value. You'll like it. Postpaid

71 X 961—6 roses for......\$1.45

Rose Bushes

Enjoy the beauty of Roses in your garden this summer: An assortment selected from the choice varieties offered below will give you fragrance and gaiety of color beyond imagination. Sears offer only varieties best suited to Texas conditions grown by Texas Nurserymen. All are strong 2-year old, field grown plants.

# **Enjoy these Beautiful** Roses this Summer!

### White and Yellow Roses

Lady Hillingdon: Yellow, fragrant; best yellow rose.

Sunburst: Orange copper and

Alexander Hill Gray: Deep lemon yellow; fragrant.

Mrs. Aaron Ward: A golden orange shading to a pinkish

fawn on the edges.

Souvenir de Claudius Pernet
Large blooms of sunflower yellow.

Golden Ophelia: Golden Yel-

White Cochet: Creamy white. White American Beauty: (Druschki): Extra large. K. A. Victoria: Lovely white

buds. Luxemburg: Orange yellow.

President Hoover: Combines old gold, yellow, flame and scarlet. A magnificent variety.

Talisman: A marvelous mixture of scarlet and yellow in the one flower.

71 X 982-

### Red Roses

Red Radiance: One of the best for the garden. Lovely, shapely

American Beauty: Queen of all roses. Very double.

Etoile de France: Velvety red cup. Center of vivid cerise.

Hadley: Flowers large and very fragrant. Buds long and shapely. Francis Scott Key: Named in honor of the author of "The

honor of the author of Star Spangled Banner." Sensation: Great large buds of scarlet crimson shaded with

Mme. Edouard Herriot: Red shaded with yellow at the base. A wonderful color effect.

Helen Gould: Long beautiful buds: brilliant watermelon red shade.

A rose of astonishing size and beauty. Deep orange pink.

State Variety

Souvenir de Georges Pernet:

maroon.

### Pink Roses

Pink Radiance: Brilliant rosy pink, a constant bloomer.

La France: Silvery pink; a favorite for cut flowers.

Paul Neyron: Bright rosy pink, extremely large.

Los Angeles: Flaming pink toned with yellow.

J. J. L. Mock: Deep carmine pink petals on outside, frosty pink on inside.

Columbia: Its size and substance make it a very desirable cut flower.

Caroline Testout: Bright satiny rose-pink flowers with a deeper tint in the center.

Shell Radiance: A beautiful shell pink.

Pink Cochet: Strong grower: profuse bloomer.

Premier: Blooms on almost thornless stems. A desirable cut flower variety.

# Climbing Roses

Climbing American Beauty: Climbing form of the bush type.

Marechal Neil: Best known and most popular variety in the south. Beautiful yellow flow-

Paul's Scarlet Climber: The best scarlet climber.

Climbing Lady Hillingdon: A beautiful everblooming yellow variety.

rimson Rambler: Popular climber. Grows 10 to 15 feet the first season. Crimson

Pink Killarney: An vever-blooming, free flowering type. Climbing Kaiserin A. Victoria: A creamy white climber.

Climbing Columbia: Remarkably fast growing climber, bears continuously; pink, very fragrant.

Climbing Meteor: Often grows 10 to 15 feet a season: crimson.

Bushes \$2.00 | 3 Bushes \$1.10 | Each .... 39c

# EVERGREENS

-Your choice of any of above roses.

Wanted. All Roses shipped from nursery near Dallas, Postpaid.

### Permanent Year Around Beauty

Evergreens retain their beautiful foliage throughout the year, winter and summer. These plants will develop rapidly and will attain their maximum

beauty in a few seasons.

Baker's Pyramidal Arbor Vitae:

71 X 1572—A fast growing green conifer, 15 to 18 in. Each..

Abelia Grandiflora:
71 X 1793—Dark green glossy leaves.
15 to 18 in. Each. 49C
Wax Leaf Ligustrum:
71 X 1796—Leaves are thick and glossy.
18 to 24 in. Each.
55C .55c

18 to 24 in. Each....55C

Oleander: 71 X 1803

Colors: Red, Pink or 72C

White. State color. Ea. 72C

Magnolia: 71 X 1805

12 to 18 in. Each....69c

**Broadleaved Evergreens** andina: 71 X 1800
Orange red or crimson foliage in winter. 750 Nandina:

15 to 18 in. Each

Cape Jasmine: 71 X 1798 Dark green; fragrant white blooms. Two-year 59C

Japanese Ligustrum:
71 X 1797 — Foliage
grayish green, fragrant
white flowers.
3 to 4 ft. Fach.

white flowers. 3 to 4 ft. Each....59c All Evergreens shipped from Nursery near Dallas. Postpaid.



Hardy Salvia: 71 X 1465—Native of western Texas—Is extremely hardy. Red or white. State color.

Hydrangea: 71 X 1375 — Large panicles of creamy white which turn to pink later.

Lilac: 71 X 1410—An old favorite; purple, very fragrant.

Red Bud: 71 X 1450—A well known Texas shrub, or small tree covered with pink flowers.

Shipped from Nursery near Dallas. 29

Postpaid. Each.

Beautiful foliage, fragrant flowers.

Spirea Van Houttei (Bridal Wreath).

71 X 1466—Like a bank of snow in early spring. White only.
Our most popular shrub.

Snowball: 71 X 1480—Flowers large globes, pure white.

Salt Cedar-Tamarix: 71 X 1495
Shrub with graceful feathery foliage, rose colored flowers.

Shrubs

Postpaid. Each.

FLOWERING SHRUBS

### Flowering Shrubs

Althea (Rose of Sharon): 71 X 1300
Red, Pink, Purple or White.
State color wanted.

State color wanted.

Butterfly Bush: 71 X 1311—Violet purple flowers sometimes called Summer Lilac or Buddleia.

Crepe Myrtle: 71 X 1321—A typical Southern Shrub reaching to a height of 20 feet at maturity. Clusters of gorgeous bloom from June to September. Colors: Red, Watermelon Bink, Purple or White. State color wanted.

Flowering Almond: 71 X 1301—Pink or white. State color.

Hardy Hibiscus: 71 X 1384—

Hardy Hibiscus: 71 X 1384— Large scarlet flowers all summer.

Honeysuckle (Bush): 71 X 1377-Beautiful foliage, fragrant flowers.



Texas Umbrella: 71 XM 1154—Um-79c brella shape. 4 to 5 ft. Each....... Weeping Willow: 71 XM 1226—Excel-lent tree for damp locations. 6 to 8 ft. Ea. 72c

On account of size of above trees shipments made

by Express from Nursery near Dallas. Not Prepaid. Shpg. wt., each, 5 lbs. SEARS, ROEBUCK AND CO.



Make a permanent living fence. No painting or repairing necessary. First cost is the last. Plant a hedge now.

California Privet: Most generally planted ornamental hedge. Grows rapidly, stands drought. Holds its glossy, green foliage very late.

Amoor River Privet (South): The very best hedge for the south. Foliage resembles that of the Box and stays green most of the year. Shipped from Nursery near Dallas. Postpaid.

California Privet 25 10 50 100 71 X 1957 12 to 18 in. 71 X 1958 18 to 24 in. 42c 59c \$0.95 1.35 \$1.85 2.49 \$3.45 4.79 Amoor River Privet

X 1951 | 12 to 18 in. X 1952 | 18 to 24 in. 59c 79c ALL PRICES On Pages 108 to 115 JUNE 1st 1935

CANNAS Selected Roots

### Special Assortment

Some of the finest varieties are in this assortment. Made up of the following colors: Red, yellow, orange, crimson, gold or yellow spotted red. If you prefer all one color state color. Postpaid.

71 X 342445C

### Finest Named **Varieties**

Here are the choicest varieties for bedding purposes. Showy flowers.

King Humbert: 71 X 3400—Scarlet red flowers with reddish brown foliage. Yellow King Humbert: 71 X 3401

Yellow spotted red, green foliage.

President: 71 X 3402—Rich glowing red flowers; green foliage.

Your choice of Above Varieties 12 Roots 49c Postpaid

Hungaria: 71 X 3403—The large pink flowers are borne in enormous compact trusses. Green foliage.

12 Roots 55C Postpaid

### **PEONIES**

Buy healthy roots producing gorgeous blooms. Our roots have 3 to 5 eyes whereas many usually offered have only 1 or 2.

You can have your choice of red, white or pink. State colors wanted. Postpaid.

71 X 3180 25c 3 Roots 69c

### Elephant Ear (Caladium)

Grand tropical-looking foliage plant for outdoor planting. Postpaid.

71 X 3205 19c | 3 Roots 49c



These strong plants will produce many beautiful blooms.

Rose Perfection: A deep rosy pink. Early. Golden Glory: A beautiful shiny gold.

A real favorite. Smith's Enchantress: Large, early Japanese type, beautiful glowing pink.

Greystone: A beautiful bronze.

Quaker Maid: A perfect globe of enormous size. Pure dazzling white. Roman Gold: A monster bloom of a striking dark yellow shade.

October Queen: A snowy white early variety with incurving center

Pink Chieftain: A deep clear pink. Incurving. Of perfect shape. One of finest commercial pinks in. cultivation.

Sungold: Bright yellow. A late variety.

White Chieftain: A pure white. Will stay in good condition for a long time. Roundest of them all.

Betsy Ross: One of the largest snow whites; used for exhibition purposes at all autumn shows.

Harvard: Japanese type, dark crim-

State variety wanted. Postpaid. Chrysanthemums ready for shipment about February 15th.

71 X 3550—Each 17C 3 Plants. 45c | 6 Plants. 79c

### **Century of Progress** GLADIOLI COLLECTION \$ Post Paid

50 Bulbs

5 each of 10 Varieties Every Variety a Show Winner Greatest Value Ever Offered

Betty Nuthall: A glowing orange pink with yellow throat.
Golden Dream: One of the best

deep yellows. Mammoth White: White blooms

often measure 7 inches.

Mrs. P. W. Sisson: Soft cameo pink. Strong grower.

Chas. Dickens: Purple violet.

Long gracious spike. Dr. Bennett: One of the most

brilliant scarlets grown. Minuet: A very lovely clear

lavender.
Romance: Smoky salmon rose
with yellow throat.

Orange Queen: An early bloomer.
Beautiful copper orange.
Giant Nymph: A winner. Large,
light pink with cream throat.
71 X 3160 50 Bulbs \$1.00
Postpaid....50

The Gold Medal Assortment Each year we add new outstandng varieties to this assortment. Some of varieties included in this some of varieties included in this collection are worth more per single bulb than we ask for the entire collection. A real bargain! Bulbs differ in size depending on variety. Planting instructions included. Postpaid.

71 X 3150 24 Bulbs 65c

**Surprise Collection** Similar to our Gold Medal Assortment, excepting that bulbs are a trifle smaller; will give splendid results. However, the flowers will not be quite as large or the stems quite as strong in every case as those of the larger bulbs. Postpaid. 71 X 3151
Assortment of 24 Bulbs 55C



tremely popular for bedding purposes. The varieties included are the best obtainable and the roots are healthy, plump and first class in every way. Postpaid.

71 X 3159 Complete Assortment....98C

### **GERANIUMS**

EACH **Postpaid** 



**Double Flowering** Jean Viaud: Mauve rose. Frances Perkins: Best pink. Alphonse Ricard: Vermilion Beau Poitevine: Shrimp pink. Buchner: Pure white.
S. A. Nutt: Dark red.
Rose Scented: Fragrant foliage.

Barney: Double brilliant pink Helen Mitchel: Scarlet. Scarlet Bedder: Semi-double. Rose pink; semi-Kunze: double. Pelargonium (Easter Greet-

State variety. Postpaid. Each 21c 3 for 55c

# Wonderful FERNS

Each And Up Postpaid



### Strong Potted Plants

For beauty of foliage and form, these Ferns cannot be excelled. Pots not included. Postpaid.

Boston Fern. A very rapid grower. Most popular vari-

71 X 3500—Each. 25C Feather Fern. Fine for hanging pots. Plants blossom freely and bear large red

71 X 3501—Each. 23c Fern. Fine lacelike 71 X 3502—Each. 23C

Maidenhair. Showy and useful as pot plants.
71 X 3504—Each.. 30C

### DAHLIAS

12 Tubers Postpaid



### Easy to Grow **Autumn Flowers**

Dalılias are the popular Fall Flower. Considerable advancement has been made in the development of Dahlias and the varieties obtainable today are far superior to those we used to know years ago. In this fine assortment we have included some of the better, newer varieties. It contains 12 tubers of from 4 to 6 different colors and types. A real value at our and types. A real value at our low price. Postpaid.

71 X 3425 Tubers \$1.00

# CLIMBING VIÑES:

Honeysuckle (Halls Japanese): 71 X 1082—Each....29c Coral Honeysuckle: (Scarle Trumpet): 71 X 1081—

# **Wonder Home Plant Collection**

A selected assortment of the most satisfactory house plants. Can be grouped or used individually.

1 Double Pink Geranium, 1 Rose Scented Geranium, 1 French Hydrangea, 1 Moss



Fern, 1 Feather Fern, 1 Lovely Colored Coleus. 71 X 3681—Complete Assort- 95c

SEARS, ROEBUCK AND CO. © 115



CHALLENGE

LOWEST PRICE IN OUR HISTORY

Good quality aspirin tablets. Each tablet full 5 grains, 100 tablets to bottle. Shpg. wt..

8 X 140 2 Bottles 29c

Approved Aspirin **Tablets** 

Quality as fine as money can buy. Gives quick safe, relief. Dissolves in less than two seconds. Conforms to all U.S.P. requirements. Each tablet full 5 grains, 100 tablets to bottle. Shpg. wt., 1 lb. 1 oz. 8 x 9040 2 200 Tablets 39C



### Vegetable Compound

WOMEN! Don't suffer from irritable disposition. Use Walter's Vegetable Tonic Compound.
Chocolate Coated Tablets

125 per bottle—2 bottles equal 2 pints liquid.

Shpg.wt., 1 lb. 4 oz. 2 Bottles 89c Liquid (Pint Size). Shpg. wt., 5 lbs. 12 oz. 8 x 48-2 for 89c

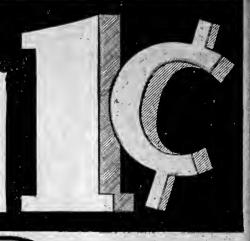


Milk of Magnesia Tablets

The ideal relief for over-indulgence from eating or drinking. They are pleasant to take, sweeten the breath and correct stomach acidity. Each tablet is equivalent to one teaspoonful Milk of Magnesia. Not a habit-forming laxative. Mint flavored. 100 tablets to bottle. Shpg. wt.,

8 X 252-2 Bottles 40c

Be sure to take advantage of this opportunity to buy a supply of staple items at these bargain prices. Two items for 1 cent more than the usual price for one. Sale closes February 28, 1935.





H.H.Warner's Vaginal

**Suppositories** 

Save \$1.12! **During This Big** Drug Sale

For promoting feminine hygiene. A dainty popular way to inner cleanliness. Antiseptic, soothing, non-irritating and non-odorous. 15 in each box. Ship-

ing weight, 5 ounces. 8 X 223-2 \$1.00 89C

Vaginal Creme

A vaginal antiseptic for personal hygiene. Non-staining,

greaseless. Shpg. wt., 12 oz.

8 x 224-2 Tubes \$1.40

# See Sears Price Cuts



### Hinkle's Tablets Sugar Coated

The old favorite for many years. Easy to take. 100 tablets per bottle. regular bottles for 1c more than the regular price for one. Shpg. wt., 7 oz.

8 X 9011 2 Bottles 18c

### Pepsin Charcoal and Soda Tablets

Helps prevent indigestion, absorbs gas and neutralizes acids. Checks formation of gas in stomach lower bowel. 100 tablets per bottle. Shpg. wt.,

2 8 X 9049 2 Bottles 35c

### Cascara Sagrada **Extract Tablets**

A pleasant tonic laxative for chronic constipation. 100 tablets
per bottle. 5grain size. Chocolate coated Easy to
take Shpg. wt.,
1 lb 1 oz take Sh 1 lb. 1 oz.

8 X 9042 2 Bottles 35c



Vita-Kelp Tablets

Minerals from the Sea. A weight normalizer. Reduces the overweight and builds up the underweight by balancing diet and supplying essential minerals not in regular diet. ular diet. A pure sea kelp. 300 tablets per bottle. Shpg. wt., 2 lbs.

8 X 9018-2 Bottles 98C



Walter's Laxative Tea

A combination of natural vege-A combination of natural vegetable ingredients that helps take off fat the easy, healthy way. Two 75c, 4 oź. size cans for 1c more than the usual price for one in Our General Catalog. Shpg. wt., 12 oz.

8 X 262.... 2 8 ounces 50c



Haarlem Oil Capsules

An old favorite diuretic used suc-cessfully for years. Two boxes of 48 capsules each for only 1c more than the regular price of one. Shpg. wt., 2 boxes,

8 X 9017 2 Boxes 38c

**Epsom Salt Compound Tablets** 

A quick, easy and effective laxative. They are sugar coated and easy to take. Two tablets as effective as a tablespoonful of

epsom salt.
Shpg.wt., 1lb.1oz.

8 X 9015
2 Bottles
2 200 Tablets 40c



Saccharin **Tablets** 

½ grain size. 100 tablets to bottle. About 500 times as sweet as pure cane sugar. Ideal substitute for sugar. Shpg. wt., 6 oz.

8 X 9066 2 Bottles 25c



wave. Nicely per-fumed. 4-oz. bot-tles. Shpg. wt., 2 bottles, 11b. 11 oz. 8 X 3765
Bottles 40c

### Mentho-Lather **ShavingCream**

Specially prepared for sensitive faces. Abundant lather. Shpg. wt., 12 oz.

8 X 9456 Large Tubes 36C



This Sale Closes February 28, 1935

NEW! Talia Lotion for Hands and Face Soothes the skin. Protects against wind burn. Excellent pow-der base. Regular price

Shop. wt., 2 bottles, 1 lb. 10 ounces.

8 X 9402

2 Bottles 51 C



Helps keep hair combed and well groomed. Prolongs life of permanent

color. Me-dium weight soft and liable. Sizes, 7, or 9. Be w

75c Value

sure to order one size larger than your dress glove. Shpg. wt., 10 oz.

8 X 9250-2 Pairs..... 40c

116 **SEARS**  **Prices for Mail Orders Only** 



# Lyon & Lyon Milk of Magnesia Tooth Paste

Double Size Tubes at the Lowest Price Ever Offered

Here is a golden opportunity to purchase our regular double size tooth paste at the lowest price in our history. Take advantage of this timely offer by buying six or more tubes NOW! They keep indefinitely and you don't know when you'll get such an opportunity to save again. Contains over 50% of U.S.P. Milk of Mag-nesia—Neutralizes mouth acidity and contains excellent cleansing properties. A delightful dentifrice that cleans teeth safely and effectively. Shpg. wt., 2 tubes, 10 oz. 2 Giant 30C



All Prices Are for Mail Orders Only

# eauty Gids Not Costly Here



### Lady Janis Beauty Creams

Here is an opportunity to buy at extremely low prices. Two jars for 1c more than our usual price for one. Shipping weight, 2 jars, 1 lb. 4 oz.

Tissue Cream Foundation Cream 8 X 3192 8 X 3161 2 for 70c  $2_{\text{for}}70c$ 

### **Unguentine Skin Cream**

Two regular 60c size jars for less than the usual cost of one. This is an exceptional value. A non-greasy cream that is soothing and softening to the skin. For face and hands. windburn and chapped skin. Heals

60c Jars



Tre-Jur Face Powder

This is a wonderful bargain at this extremely low price. Choice of Flesh or Rachel shades. Be sure to state shade wanted. Shipping weight, 2 boxes, 8 oz. 8 X 9455
2 50c Size 39c

### Cocoanut Oil Shampoo

Lyon's Cocoanut Oil Shampoo helps keep hair and scalp clean and healthy. Will not dry scalp. Delicately perfumed. 4-oz. bottles. Shipping weight, 2 bottles 1 lb. 14 oz.

2 Bottles 39c



Prevents chapped hands and gives the skin a velvety smoothness. Shpg. wt., 1 lb. 10 oz.

8 X 3648 2 4-oz. 34c

# **Special Prices on Reputation Tooth Brushes**



Medium or hard bristles, State choice. Shipping weight, each, 2 oz.

Sloping 2 29c 30c Tufted 8X4330 2Brushes 30C



# **IRON** and YEAST TABLET

\$1.00 Size Bottles Regularly 68c each

Don't be skinny and un-attractive! Don't be em-barrassed about your figure. Just take Iron and Yeast Tablets, which is pure Concentrated Veast combined with Iron Tonic, and you'll be surprised with the results. Keeps the system clean and improves the appetite. Helps build up run-down condition. 100 tablets per bottle. Shpg. wt., 2 bottles, 1 lb. 4 oz.

8X46-2 200 Tablets 69C





# Easy-to-Eat **Pure Yeast Tablets**

50c Size 35c Bottles



### Doctors Recommend Yeast for Health

Be sure to take advantage of this special offer. These Yeast Tablets Be sure to take advantage of this special offer. These Yeast Tablets keep fresh for months—so buy your season's needs.

Five tablets equal one cake of fresh Yeast in vitamin content. You'll enjoy their rich, appetizing nut-like flavor. These pure Yeast Tablets are the easiest way to take Yeast. They are pure Yeast with only the water and gas removed. Contain rich stores of Vitamins B and G. Help increase appetite and put on weight. Excellent for listless undernourished children, for indigestion, constipation, to help clear up the skin, etc. Shipping weight, 1 lb. 4 oz.

8 X 9039—60 Tablets per Bottle...... 2 50c Size 35c

# Savings Greatest at Sears



### Ben Hur Perfume

One of the most popular, delicate and lasting fragrances. In beautiful bottles. Real value at this low price. Shpg. wt., 2 bottles. 14 oz.

8 X 2925 \$1 Size 77C



### Savita Yeast **Tablets**

For toning and stimulating the intestinal system. Used and endorsed by the famous Battle Creek Sanitarium. Easy to take. Shipping weight, 11b. 4 oz.

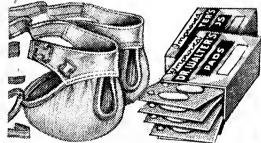
8 X 691 75c Size 69c



### **Bile Salts Compound Tablets**

Used by physicians in treatment of that type of constipation due to a lack of bile. 100 chocolate coated tablets per bottle. Shpg. wt., 2 bottles, 1 lb.

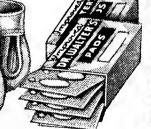
8 X 9023 Bottles 90c



### Army and Navy Suspensories

The popular style with silk sack. Easy and comfortable to wear. Medium or large sizes. State size. Regularly 89c each. Shipping weight 4 oz. 8 X 9308

 $2_{\text{for}} 90c$ 



### Dr. Walter's Improved Corn Pads

Remove, Protect and Prevent the return of corns. Medicated disc removes it while the pad covers and protects it. 12 Pads and 8 Discs in

Pads and a Discs in box. Shipping weight, 2 oz.

8 X 1267
2 25c Boxes 18c



### Improvo Douche Tablets

100 tablets in box. Contains no poisonous or corro ive chemicals. Harmless and healing. Easily prepared. Our Genprepared. Our General Catalog price 89c each. Shipping weight, 10 oz.

8 X 209

2 Boxes 90c

SEARS, ROEBUCK AND CO.



Don't be unattractive.

Buy nothing but the best. Walter's Tablets are the highest quality. Take advantage of the Big Bargain by stockup now.

Enjoy robust health and vigor. Build yourself up and protect yourself from the winter ills which come when your resistance is low. Use these tasteless and odorless sugar coated genuine Cod Liver Oil Tablets and see yourself gain from week to week. Hollows fill out, cheeks take on a healthy color. Wal-

ter's tablets are not just an extract of Vitamin D, but pure cod liver oil in concentrated sugar coated tablet form.

Each tablet equals 1 teaspoonful U. S. P. Cod Liver Oil in Vitamins A and D. Shpg. wt., 9 oz.

100 Tablets 50c .100 Per Bottle 59c



A Natural Oil Twice as Strong as U. S. P. Standards Use only half as much to get the same results. 1 Pt. (16-oz.)
Shpg.wt., 2 lbs. 11 oz. 59c
8 X 20 ..... 59c
1 Qt. (32-oz.)
Shpg. wt., 5 lbs.
8 X 21 ...

Challenge Cod Liver Oil

Standard Strength U. S. P. Cod Liver Oil 1 Qt. (32-oz.) Shpg. wt., 5 lbs. 2 oz. 67c Pt. (16-oz.) Shpg. wt., 2 lbs. 10 oz. 39c



Star of Jexas

Mineral Water Crystals

Famous Texas Mineral

Water Crystals

Regularly Sells at \$1.25

Simply the water of Texas mineral wells crystallized—nothing added. Merely add Crystals to ordinary drinking

water. Costs you less than, 6c per gallon. One package repre-

sents approximately fifteen gal-

lons of the original mineral water. Enjoy the same benefits

visitors to Texas have enjoyed

for years. Shipping weight,

The Cod Liver Oil That Tastes Like Chocolate

### SPECIAL OFFER!

We give you one \$1.00 size bottle Coco Cod Tablets with each bottle of Coco Cod, all for 67c. Children love Coco Cod because it is delicious. Rich in vitamins A, B and D. Postpaid. 8 x 9014......67c

min guaranteed double strength Cod Liver Oil. 8 X 16—Shpg. wt., 11 oz.

Double Strength 20 minim capsules of vita-

# Lowest Possible Prices

Hopper's Restorative Cream 8 X 3194—\$1.10 size. Postpaid

Mentholatum

8 X 328-60s size. Postpaid

Ovaltine 8 X 37--\$1.00 size-14 oz.

Postpaid.....

Listerine

8 X 225-Large size. Postpaid

Condensed Jad Salts 8 X 389-60c size. Postpaid ...

BiSoDoL

8 X 156-\$1.00 size. Postpaid

Lysol

8 X 234-\$1.00 size. Postpaid

Doan's Pills

8 X 376-75c size. Postpaid

Feenamint 8 X 290-50c size. Postpaid.

Pebeco Tooth Paste 8 X 4389for 50c size. Postpaid.

**Listerine Tooth Paste** Tubes

8 X 4391--25c size. Postpaid... **Kolynos Tooth Paste** 

8 X 4386-50c size. Postpaid

Lady Esther Cream 8 X 3052-83c size. Postpaid

Lady Esther Face Powder 8 X 2865—\$1.10 size. Rachel, Beige, Flesh, Brunette, Dark Brunette. Postpaid

**Hinds Honey and Almond** Skin Cream

8 X 3609-50c size. Postpaid.

Jergen's Lotion

8 X 3608-50c size. Postpaid

Vick's Vaporub

8 X 337-75c size. Postpaid.

**Yeast Foam Tablets** 

8 X 30-50c size. Postpaid.



Mecone

GOD THATH OUR

# Gentle-Safe-Mild Extra Heavy Imported Tasteless

Russian Mineral Oil

Non habit forming; non fattening. This is the very finest oil available. 1 Gallon (128 oz.) 1 Quart (32-oz.)

8 X 266 Shpg. wt., 4 lbs. 14 oz. 79c Shpg. wt., \$2.39

### Challenge Mineral Oil

A good grade, medium heavy, mineral oil at a sensationally low price. Tasteless and absolutely pure.

1 Gal. (128-oz.) 1 Quart (32-oz.) 8 X 276 Slipg. wt., 49c Shpg. wt., \$1.79

118 ° SEARS-ROEBUCK



Each capsule equivalent to 4 tea spoons cod liver oil in vitamins A and D.

100 Capsules for

# WITH Bon Kora

Don't let rolls of ugly fat ruin your looks. Bon Kora is widely advertised as a safe means of reducing fat. No starving. No dangerous drugs. Shpg. wt., 2 lbs. 8 oz.

\$1.00 size. 8 X 386.....67c



Helps reduce weight the safe, healthy way. Easy to take and gives results. Also intended for the relief of dizziness, biliousness, sick headache etc.
Pleasant to take. Shpg.
wt., 1 lb. 9 oz.
75c size.

8 X 243.....44C



Germania Tea Widely advertised as a help in acquiring a youthful slender figure, at the same time enjoying good health. Shpg. wt., 4 oz. \$1.00 size. 8 X 387 .... 67C



**Kruschen Salts** The widely advertised

fat reducing salt used by thousands of women. Postpaid.

\$1.00 size. 8 X 390.....73c

8 X 357—Per Box..... 69C These Low Prices Are for Mail Orders Only

2 lbs. 8 oz.



Mello-Glo Face Powder, \$1,00 size (natural shade) and 50c size box Mello-Glo cake rouge (natural shade). Postpaid.

8 X 9422-Both for ..... 89c



All Prices Are for Mall Order Only



Value for 69c

Lady Janis Face Powder, known for its fine, smooth texture, your choice of Natural, Rachel 1, or Rachel 2 (state shade) and a box of Lady Janis Cake Rouge in medium shade. Shpg. wt., 8 oz.

8 X 9460—Both for ..... 69c



85c Value 49c

50c size ZIP Cream Depilatory and 35c jar of ZIP Deodorant Cream. Shpg. wt., 8 oz.

8 X 9432 Both for.....49c

\$1.50 Value for 98C

A regular 50c wood jar of new ZIP Deodorant with \$1.00 size ZIP 4-Piece Set containing Epilator Wax, Cleansing Cream, Salve and Antiseptic Powder. A big value. Shipping weight, 10 ounces.

8 X 9431-All for....98c



ARMAND

\$1.50 Value \$1.00

A box of regular
\$1.00 size Armand's
popular Symphonie
Face Powder together
with a regular 50c bottle of Armand Interlude Perfume. A big lude Perfume. A big value. Postpaid. 8 X 9463 Both for....\$1.00

**MARVELOUS** 

\$1.05 Value 55c

eyebrow pencil (black) and lipstick (medium).

All for......55c

Postpaid. 8 X 9438

Regular 55c size box



PERFUME

80c for 39c Famous Blue Kamel Perfume. Your choice of Gardenia, Carnation, Sweet Pea, Lilac or Lily of the Valley. Dainty purse size dram bottles. Shpg. wt., 5 oz. 8 X 9 4 5 0 2 bottles for 39c



Regular 83c size box of Three Flowers Face Powder, your choice of Natural or Brunette shades, and a bottle of Three Flowers Perfume (67c value).



\$1.05 Value 45c

Face Powder. Choice of White, Flesh or Rachel and 50c size Cream Rouge (natural shade). A wonderful value. Postpaid.

8 X 9446 Both for.....45c

LUCKY TIGER

\$2.00 Value 98c

tles of Lucky Tiger Hair Tonic, Shampoo and Hair Dressing to-gether with 50c tube

Antiseptic Ointment.

A real bargain at this price. Postpaid.

8 X 9452

Regular 50c size bot-



Value for 83c

55c size Face Powder, Naturelle or Rachel, (state choice), with bot-tle perfume (28c value).

Both for ..... 49c

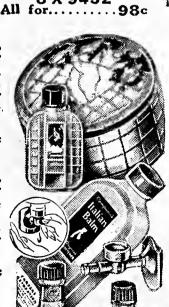


Reg. 60c size bottle Campana's Italian Balm, with handy metal wall dispenser (65c value). Postpaid.

8 X 9461

FITCH \$1.00 Value 59c

Regular large 75c size Dandruff Remover Shampoo, together with 25c size Fitch Hair Oil.



\$1.75 Value 98c for **Combination Water Bottle and Syringe** With Sponge Rubber

**SEARS** SALE PRICE

SEARS SALE PRICE

Cover FREE!
Good quality 2-qt. red rubber
pttle. Completely equipped bottle. with pipes and tubing, with a sponge rubber cover in-cluded. Cover retains heat 20% longer and prevents burns if very hot water is used. Shipping weight, 1 lb. 9 oz.

8 X 9254

Complete with cover,...98c



Milk of Magnesia

60c Value 24c
16-oz. bottle Milk of Magnesia and 10c package Corex; the Milk of Magnesia Chewing Gum. Each Corex equals 1/2

teaspoonful Milk of Magnesia. Shipping weight, 2 lbs. 14 oz. 8 X 9006—Both for 24c



\$1.75 Value 83c
A \$1.00 kit (tube of Lygel Jelly and applicator pipe) and extra, 75c size tube Lygel Jelly. Shipping weight,

8 X 9068-All for 83c

Two regular 50c

119



\$1.50 Value 89c

50 Antiseptic Douche Tablets included with fine vaginal douche. Shipping weight, 13 oz.

Analgesic Balm for our regular price of one. Shpg. wt., 5 oz. 8 X 319 2 tubes for..33c 8 X 9292 Both for.....89c

750 300

75c HAIR BRUSH AND COMB SET 39c Ebony color brush, black bristles, hard rubber comb. Shpg. wt., 8 oz.

8 X 9404—Both for.....39c



SEARS-ROEBUCK



Regular 50c jar Bleach Cream and bottle of the popular Carioca Perfume. Postpaid. 8 X 9447 Both for.....34c

**AMBROSIA** \$1.10 Value 55c

2-oz. bottles of Ambrosia Liquid Cleanser, Dry Skin Cream, and Skin Tightener. Postpaid. 8 X 9430

All for ..... 55c



Postpaid. 8 X 9451

Both for ..... 73c

APRIL SHOWERS

Postpaid. 8 X 9458

Both for......55c

Postpaid.
8 X 9405
Both for.....59c





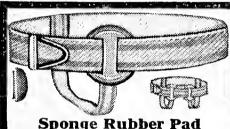
SAVE MONEY HERE A Real \$2.00 Value

Fine heavyweight red rubber Combination sur-passing U.S. Government specifications. Over 2 quart capacity. Equipped with screw pipes and rapid flow tubing. Shpg. wt., 1 lb. 9 oz.

8 x 9283.....98c Hot Water Bottle Only Shpg. wt., 1 lb. 3 oz. 79c



(Not Illustrated)



Sponge Rubber Pad Elastic Truss A \$5.00 Value.

Reduced over 25% from our regular low price Comfortable, lightweight sponge rubber pad is soft, yet gives firm support. Even sizes, 30 to 42. State size.

Single Truss Double Truss 8 X 1305-Shpg. 8 X 1306-Shpg. wt., \$1.69 \$2.59



Cooper Arch Support

Regular \$3.50 Value Lightweight stainless metal and leather arch support. State size and width of shoe. Shpg.

8X1208-Pair\$1.69 Dr. Walter's Ankle and Arch Support

Regular \$1.50 Value Comfortable two-way stretch elastic. Supports arch and ankle firmly without discomfort. State size and width of shoe.

Shpg. wt., 3 oz. 8 X 1209 89 C Each....89 C 2 for \$1.69 Shpg. wt., 4 oz. Johnson's Baby Powder

Tangee Lipstick 8 X 3371—Small size. Postpaid

8 X 3806—\$1.10 size.

Wildroot Hair Tonic

Mar-O-Oil Shampoo 8 X 3832—\$1.00 size. Postpaid





Seamless Irrigator Syringe

A \$1.50 Value White enamel. 2-qt. capaci-ty. Complete with tubing, pipes and shut off. Easily sterilized.

8 X 9293 Shpg. wt., 88C



Syringe Attachment

A Regular 50c Value Make a fountain syringe out of your hot water bottle. About 5 feet of heavy red tubing and

equipment as shown.
8 X 9294-Shpg. wt., 9 oz. 27 C Tubing only. Shpg. wt., 7 oz. 8 X 2472......15c



Family Bed Pan

A Regular \$2.50 Value Triple-coated vitreous white enamel. Large opening for use as a bed pan. Spout for use as male urinal. Tight fitting cover. \$1.59

8 X 2695 Shpg.wt., 4 lbs. 6 oz. \$1.59



**Duco Household Cement** Transparent, colorless. Mends wood, linen, china, jewelry, mar-

ble, ivory, celluloid, paper—everything but rubber. Will stick indefinitely. Shpg. wt., 4 oz. 19c

8 X 406—25c size....

**Meat Smoke** The quick, easy way to smoke meat. Preserves all the natural juices. One quart cures about 250 lbs.

meat or fish. Shpg. weight, each, 4 lbs. 14 oz. 8 X 554 1-Quart 54c

2 Bottles 95c

Nippon Toilet Paper

A \$1.25 Value Good quality at a bargain price. 24 rolls in a convenient carton for storing. 4-oz. rolls about 430 sheets per roll. Sheets, 4½x5 in. Shpg. wt., 7 lbs. 14 oz. 24 Rolls 69c



Unbelievable as it may seem, these are not "seconds", but first quality goods made from new, live red rubber. Regular 75c to \$1.00 quality. Syringe and combination equipped with 4% feet of tubing with shut off and hard rubber pipes as illustrated.

Hot Water Bottle 8 X 9277 Shpg. wt..39c Combination Hot Water
Bottle and Syringe
8 X 9275 Shpg. wt., 1 lb. 2 oz.. 58c

Fountain Syringe 8 X 9276 Shpg. wt., 39C

Miracle Douche A \$5.00 Value

The special, scientifically designed

pipe throws a soft, gentle spray, up-wards and outwards from all sides and tip. This assures thorough, complete cleansing. Comes apart; may be carried filled, in small rub-



8-oz. capacity. Shpg. wt., 12 oz. 8 X 9299—A\$1.50Value 79C Low Priced Douche

8 X 9298—(Not ill ustrated). 49 C Snpg. wt., 11 oz. A \$1 Value. 49 C



Spray Douche Has large 10-oz. capacity red rub-ber bulb, tight fit-

ting shield and balloon spray pipe. Cleanses thoroughly. Shpg. wt., Cleanses thoroughly.
11 oz. A \$2.00 Value.
8 X 9296.....

**Hospital Cotton** 

A 55c Value
1-lb. Roll. Same quality surgical cotton as is preferred in many hospitals. Soft, absorbent and sterilized. Safe for all purposes. An excellent value. Shpg. wt., 1 lb. 3 oz. 1-lb. Roll.

8 X 9225—Per Roll....33C

Gauze Bandage A 30c Value 2in.x10 yds. Practically lint and ravel proof. Sterilized. In dustproof cartons. Shag. wt., 5 oz. 3 rolls for. 19c

Adhesive Tape

1-In.x5 Yds. Finest quality. Exceeds U.S. Gov't. specifications. Zinc Oxide base. Pulls off clean leaving no gummy mass. Handy metal package. Shpg. wt., 3 oz. 14C

**Hospital Gauze** A 55c Value 36-In.x5 yds.

Closely woven. Practically lintproof. Ster-ilized. Shpg. ilized. wt., 7 oz.

8 X 9226—Per Roll. 33C

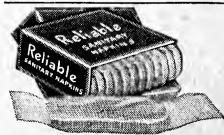
Taylor Fever Thermometer A \$1.00 Value

Easy to read one-minute style. Mercury always between red lines. Guaranteed absolutely accurate. Shpg. wt., 3 oz.

8 X 2600.....



RED LINES ALWAYS INDICATE WHERE TO READ



Reliable 24 Sanitary Pads for... 35C

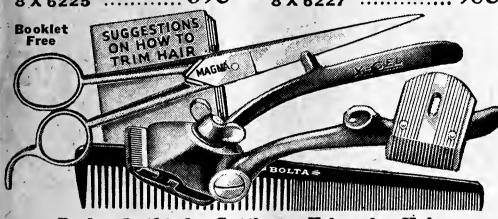
A 50c Value

Extra size with form fitting tapered ends. Highly absorbent. No chance for seepage on clothes. Non-absorbent layer of cellulose prevents this. Shpg. wt., 2 boxes, 1 lb. 8 oz. 8 X 2645—2 Boxes of 12 Ea.35C



Low priced; but they'll do a surprisingly good job of hair cutting. Well tempered steel, nickel plated finish. Full 7½ inches long. Shpg. wt., 4 oz. 39c

Price cut from \$1.39 to 98c during this sale, only! Full nickel plated. Properly adjusted blades. Length 7½ inches. Made in Germany. Shpg. wt., 4 oz. many. Shpg. 8 X 6227



### **Barber Outfits for Cutting or Trimming Hair**

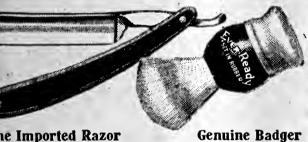
Just look at these low prices! You'd never believe it possible to buy such high quality at these prices.

Sears 2-In-1 Clipper Set Consists of: 2-in-1 Clipper: Tempered steel blades. Two cutting plates. Size 000 cuts almost as close as a razor and size 0 cuts to ½2 of an inch. Barber Shears (Made in Germany) 7½ in. long, solid steel, nickel plated. Comb, flexible tapered hard rubber, 7 inches long.

Shpg. wt., 12 oz. 8 X 9441—Set, Complete......\$1.98 **Popular Priced Set** 

(Not Illustrated) Nickel plated clip-per, size, 000; 7½-in. shears and 7-in. hard

rubber comb.
Shpg. wt., 10 oz.
\$1.50 Value.
8 X 9444 \$1.19



MINIMA DE LA COLLEGA DE LA COL

Fine Imported Razor Skillfully hollow ground. %-in. Chrome steel blade. Honed point. Made in Ger-

many. Shpg. wt., 2 oz. 8 X 6410. \$2.39



### **Improved** Twinplex Stropper A \$1.90 Value

During This Sale Five Sta-Sharp Safety Razor Blades are included with each stropper. genuine shell horsehide stropping roller with hone. In case. For Gillette type blades. Shpg. wt., Low Priced Clipper

Sears SALE PRICE Was \$1.98

Now

For

Mail **Orders** Only

> A serviceable, durable nickel plated clipper at a real bargain price. Size 000, cuts fine. Tempered steel plates. Width of lower plate 13% in. This is a handward for size for general being at the statement of the size for general being services. dy size for general hair cutting. Shpg. wt., 9 oz.

8 x 9406..... 69c

Standard

CLIPPER

STA-SHARP

Our Big Price Reduction for this Sale Only. Buy Now A Usual \$3.50 Quality Here is the master clipper

we recommend. Suitable for barber or home use. Full chromium plated. Side coil spring assures smooth action. Perfect cutting plates of tempered steel. Has tension cap to eliminate friction. Size 000 for close cutting. Width of lower plate 1½ inches. Shpg. wt., 8 oz.

wt., 8 oz. 8 1.49

**Boker Ball Bearing Clipper** Hard tool steel plates, 11/2 in. wide. Ball bearing container insures smooth operation. Shpg.

wt., ea., 9 oz.
Size, 00. Cuts 1/4 in. \$1.19 8 X 6205..... Size, 000. Close Cutting. 1.29

**50 Razor Blades 39c** 

Lowest Price in the U.S.

These are all new first quality blades. The bargain offer you can't afford to miss. Put in your year's supply of blades now! Fits all popular style double edge razors. Postpaid.

ostpaid. 8 imes 9492......  $50^{
m Blades}$  39c





Blue Sta-Sharp Razor Blades

A proven, serviceable blade Properly tempered blade. Expertly ground. Postpaid.

8 X 6397 10 Blades 23c Super Sta-Sharp Razor Blades

Our best blades reduced. Every blade preinspected. Rust-resisting surgical chrome steel blades. Will hold edge blades. Will hold edge longer. Expertly ground. 8 X 6399—Postpaid

Blades 39c

Swan Single-Edge Razor Blades

These blades fit Gem and Ever-Ready razors. Good serviceable blades, low priced. Postpaid.

8 X 9491 10 Blades 17c for

# Whisk Brooms

Finest\_quality broom corn. Strongly constructed. 10-in. length. Shpg. wt., 8 oz. 29c **Barbers' Comb** 

7-in. flexible black hard rubber comb.
Thin tapering style.
Shpg. wt., 2 oz.

8 X 1007....9c

8 x 9445\$1.39 his Sale Closes Feb. 28, 1935 Shiring 3 Bala



30 Cakes **Toilet Soap** 

\$1.00 ... 0 Value

Here's a real Here's a real money saving opportunity. 30 cakes (over 5 lbs.) of delightfully perfumed toilet soap in assorted rose, green, white and lavender colors. Buy now while the sale lasts. Shpg. wt., 5 lbs. 12 oz.

8 X 9437 Cakes 69C

My Baby's Combination Offer One 25c can of

Talcum and two 15c cakes of pure Olive Oil Castile Soap. Shpg. wt.,

13 oz. 8 X 9440 29 C My Baby's Castile Soap Shpg. wt., 13 oz. 8 X 4997.27 C

My Baby's

Talcum
Shpg. wt., 12 oz.
8 X 401027C

Goldman's **Hair Colorator** 

For applying the natural color to faded hair. Full directions included. Choice of No. 1 (Dark to medium brown); No. 2 (Medium brown); No. 1 (Dark brown); No. 2 light brown); No.

3 (Very light brown to blonde) and Extra strong (for black hair).

Be sure to state color choice.

8 X 3878

Postpaid. \$1.23

Wildroot Wave Powder

WAVE POWDER

Enough powder to make at least 3 pints of heavy wave lotion. Simply mix with water. For finger waving or resetting permanent waves. Easy to use. Dries quickly Does not leave ly. Does not leave white flakes. Delicate bouquet fragrance.

8 X 3855 Per Box. Postpaid... 17c Lakro Hair Colorator

Vegetable product used in exclusive beauty shops. More than enough for four full treat-ments. Will not rub off or wash out. Choice of Black; Darket Brown; Dark Brown; Medium Brown; Medium
Brown; Light
Brown; Auburn
and Blonde. State
color.Shpg.wt.,llb.9oz.
8 X 3876
\$5.00
Size..., \$2.39

CICHINAL SES **Cleansing Tissues** 

500 SM

CLEANSING TISSUES

Finest quality soft, aborbent tissue. Economisorbent tissue. Economical for wiping away surplus cream from hands or plus cream from hands or face. Also used as hand-kerchiefs, and for many other purposes. Snow white. Size, 9x10 inches. Shpg. wt., 12 oz.

8 X 9408
500 Sheets 29c

121 C **SEARS** 



# ${f 100\%}$ Factory-Rebuilt—For Home or Office

If you ever wanted a typewriter, NOW is the time to buy. These "Per-

If you ever wanted a typewriter, NOW is the time to buy. These "Perfection Rebuilt" Underwoods were stripped to the base by factory experts and then rebuilt step-by-step to look and type like new. Worn parts have been replaced—new live rubber installed—a brilliant job of renickeling and re-enameling. Even worn type replaced by special process. This is the famous Underwood with late features and smooth action. Price is the only essential difference between these 100% Factory-Rebuilt Underwoods and brand new machines. Their sturdiness and clean-cut performance offers years of brilliant service. (Touch Typewriting pamphlet included.) 10-day trial; money returned if not satisfied. Shpg. wt., 40 lbs.

PICA Type 3 X 4567 ELITE Type 3 X 4568 Price.....\$37.95

DOWN

# Famous Junior **Portable Typewriters Brand New Machines**

Remingtons!

Here's an opportunity to get one of the splendid little type-writers so widely advertised at \$33.50 at Sears special sale price of only \$29.95. With standard four-row keyboards and standard

pica type, two shift keys and other features found on high priced portables. Minus unessentials; but with everything you need in a reliable, smooth running typewriter. Rich black finish. Price includes carrying case of a modern design, Instruction book and touch typewriter

3 X 4533—Remington 3 X 4541—Corona Snpg. wt., 13 lbs.

State make and 29.95 number. Cash.

Easy Payment. \$32.95 \$5 Down, \$5 Per Month. For Easy Payments, Use Easy Payment Side of Order Blank

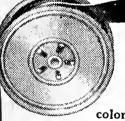
3 X 4536-Royal

3 X 4532—Underwood Shpg. wt., 16 lbs.

SEARS SALE PRICE

CASH

**SALE ENDS FEB. 28, 1935** 



ypewriter Ribbons It Pays to Buy a Good Ribbon Good Ribbons Are Cheapest in the Long Run MARVELLO Fine Quality Ribbons Regular \$1.00 Grade

Furnished in black—or black and red. State color. 12 Yards long. Shpg. wt., each, 4 oz.; 3, 8 oz.

3 X 4663—Underwood

3 X 4664—Remington 3 X 4665—L. C. Smith

3 X 4669-Royal

EACH 3 for \$1.59

3 X 4679 Underwood Portable 3 X 4682.

Corona No. 4

Good grade yellow paper; Size, 8½x11 in, Shpg. wt., 3 lbs. 8 oz. 3 x 4716-500 for 29c

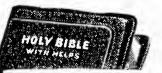
3 X 4680—Remington Portable. 6 yds. long. Each. 36C 3 for \$1.00 **Typewriter Paper Manila Second Sheets** 

Smooth white Bond, 8½x11 in. Medium weight. Shpg. wt., 4 lbs. 4 oz. 500 Sheets 57c



bond box with nickel plated handle and lock with 2 keys. Size, 10¼x7½x4¼ inches. Shpg. wt., 2 lbs. 11 oz.

3 X 4404—Olive green



Flexible Genuine Leather \$2.75 Value

welded

King James Version with famous Leinweber illustrations. Self-pro-nouncing, clear type. Over 1250 pages, 4¼x7½ in.—including 160 pages Questions and Answers and four-page Family Record. Maps; red-under-gold edges. Name in gold if wanted. Print name plainly. Boxed. Shipping weight, 1 lb. 11 oz. 3 X 2826.....



Modern housewives can't do without wax paper. Sheet size, 12x13½ in. Shpg. wt., 1b. 14 oz. **3 X 7408—**Sale Price

300 Sheets 26c



for Mail

Coronas!

Royals!

Underwoods!

### **Aromatic Red Cedar Chest**

Natural grain high gloss finish with brass plated trimmings, padlock and key. Size, 10¼x 6¼x4¼ inches. Filled with 24 white linen finish folded note sheets, 5½x9¼ inches and 24 envelopes to match. Shpg. wt., 2 lbs. 8 oz.

3 X 3156..



Striking Designs

Six birthday cards and booklets at less than half regular price.

3 X 9028—Shpg. wt., 8 oz.

6 Birthday Cards 29 C

Assortment of pretty cards and

Assortment of pretty cards and folders for birthday, wedding, illness, sympathy and friendship. Shpg. wt., 9 oz. 3 X 9027—Box of 10 29C

Girls' Set



Fountain Pen and Pencil Set at a Bargain Price

Self filling fountain pen with gold plated durium pen point. Propel and repel pencil with eraser and extra leads. Simulated pearl barrels in the latest popular colors. Big bargain. Shpg. wt., each, 3 oz.

3 X 9015......39c

FIVE YEAR DIARY

HITE HOUSE



Webster Revised

Large clear type; clearest definitions. In-dexed, 1088 dexed, 1088 pages, 5½ x 7½ inches. Artificial leather Binding.

3 X 2526 Shpg. wt. 89c 10,000 Formulas and Secrets

A great big "how to do it" book. (Publisher's Price \$4.00.) 800 pages. S i z e, 5½ x 8½ inches inches.

3 X 2714 Shpg. wt., \$2.59

By Dr. Marie C. Stopes

MARIE C. STOPES

MARRIED LOVE

A million copies s old! Contains vitalinformation for husbands and wives. About 160 pages.

3 X 2378 Shpg. wt., 83c Five Year Diary

Leather covers in assorted colors. Gilt edges. Gilt lock and key. 384 pages including address and memo. 43%x5% in.

3 X 3004
Shpg. wt.,
12 oz......74c

Revised Edition

COOK BOOK

All recipes are kitchen tested. 605 pages, 7½x 9½ inches. Washable oil cloth binding.

3 X 2330 Shpg. wt. 3 lbs. 3 oz. 98c

122

**SEARS-ROEBUCK** 





WM. ROGERS MFG. CO. SILVERPLATE . at HALF PRICE during this Sale

EXTRA OVER-PLATING AT POINT OF GREATEST WEAR

A Great Opportunity—now is the time to buy that tableware you've been wanting. You know the price of silver has gone 'way up-but Sears are fortunate in being able to offer for 60 days only, this exquisite silverplate at exceptional savings. One of our best and most popular patterns, the La France, famous for its classic design. The beautiful satin finish gives it richness and adds to the luxurious appearance. Its flashing beauty, when displayed on the snowy white linen of your table, will make you glad you bought during this great Sears sale.

### 26-Piece Set—Service for Six

Consists of 6 Solid Handle Stainless Blade Knives, 6 Forks, 6 Teaspoons, 6 Tablespoons, Sugar Shell and Butter Knife.

Without Display Case 5 X 3693—Shpg. wt., 3 lbs. 4 oz... \$6.95 With Display Case 5 X 3695—Shpg. wt., 6 lbs. 3 oz... 7.95

5 X 3637 Shpg. wt., \$1.95

Six Salad Forks

Six Teaspoons 5 X 3602 Shpg. wt., 8 oz.....98c

### 32-Piece Set—Service for Six

Consists of 6 Salad Forks, 6 Solid Handle Stainless Blade Knives, 6 Forks, 6 Teaspoons, 6 Tablespoons, Sugar Shell and Butter Knife.

Without Display Case 5 X 3688—Shpg. wt., 3 lbs. 10 oz..... \$8.59 With Display Case **5 X 3689**—Shpg. wt., 6 lbs. 8 oz.....

Six Tablespoons 5 X 3614 Shpg. wt., \$1.95

Knife and Fork Set 6 Knives and 6 Forks 5 X 3638 Shpg. wt., 2 lbs. 7 oz. \$4.39

BUY ON EASY . **TERMS** SEE PAGE 43

THESE LOW PRICES FOR MAIL **ORDERS** ONLY

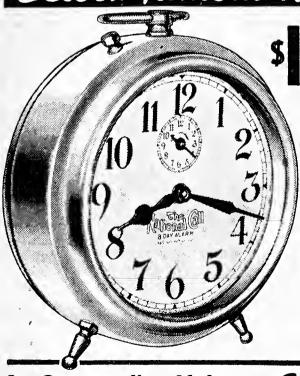


La France

Pattern

SALE CLOSES FEBRUARY 28, 1935

# Sears Famous National Call



Plain Dial

### A STARTLING **CLOCK OFFER** 8-Day National Call

Alarm Clock

We have put all the latest improvements possible into this 8-Day National Call Alarm Clock. Beautifully nickel plated. 6 in. high, 4½-in. dial. Has loud alarm bell, switch shut-off on top. Quiet tick.

A very well built dependable time keeper. An alarm clock that will give you service and at this price is an exceptional bargain. Similar clocks are sold for \$1.00 to \$1.50 more than we ask. Shpg. wt., 2 lbs. 9 oz.

5 X.8506 \$1.89 5 X 8507

Luminous Hands and Numerals.....

9

An Outstanding Value at

Beat this Value if you can! Regular \$1.00 clock and during this sale sells for only 69c.

—one-day movement—inside bell alarm. Height, 5% inches. Dial, 4½ inches. Shipping weight, 1 lb. 10 oz. Dependable—beautifully nickel plated—good size

124 ° SEARS, ROEBUCK AND CO.

# SILVERPLATE FOR EVERYDAY USE



# PRICED TO BEAT ALL COMPETITION

New

Boy

Only



Genuine INGRAHAM Wrist-fit Watch A Wonderful Watch Value Made to Sell for....

Two more money-saving bargains. Ingraham American made movements, fine time-keepers. Chromium plated case and wrist band. Raised gilt numerals on silvered metal dial, unbreakable crystal. A dandy timekeeper fully Guaranteed. Shpg.

wt., each, 6 oz.
Open Link Metal
Wrist Band \$1.98
Wrist Band \$1.98



The Famous Buck Rogers Watch

Just out and oh what a beauty

American made. Highly colored illustrations of Buck and Wilma on the dial. Tiger Man on back. Fully guaranteed. Nickel plated, medium thin model. Runs thirty hours with one winding. Shpg. wt., 5 oz. 98c 4 X 1727—In attractive box.....

Ingersoll



Just Imagine This beautiful jeweled watch for only......\$3.48

American made dependable 2-Jewel movements. Chromium plated case and band, looks like white gold. Etched gilt figures on silvered metal dial. The jewels in this watch mean long service. A splendid time-keeper. Shpg. wt., each, 5 oz.

Open Link Genuine Metal Band \$3.48 Leather Strap\$3.48 4 x 1718\$3.48

> Miss INGERSOLL This Model Made \$5.00

In women's watches, too, America looks to Sears for greatest values. Thirty-hour American movement in this new style, good time-keeper. Case and band resemble white gold. Non-breakable crystal. Metal dial with black fig-

In neat presentation Shpg. wt., each, 6 oz.

4 X 918 ....\$3.79

**Ingersoll MITE** This Model Made \$5.00

Our biggest seller at greatly reduced prices. Expensive looking and sturdily built. Case and band resemble white gold. Unbreakable crystal. Silvered metal dial with raised gilt figures. A good time-keeper. Shpg. wt., each. 5 oz.

Strap Band

**Ingersoll JUNIOR** This Model Made to Sell for \$3.25

An ideal watch for you or your boy. typical Sears savi typical Sears saving you won't easily find duplicated. 12-size thin m od e 1 nickel plated c a's e. Non-breakable crystal. A good time-keeper fully guaranteed. Shog. wt., 5 oz. 4 X 1608...\$1.49



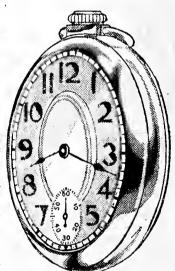
Non - breakable crystal. Nickel plated case. Fancy metal dial with raised gilt figures. A 50c saving on this genuine Ingersoll watch. Comes with Genuine braided leather chain about 11 inches long. Shpg. wt., 6 oz. 4 X 1625.\$1.00

4 X 9258 .....\$9.95



4 X 9257 .....\$9.95

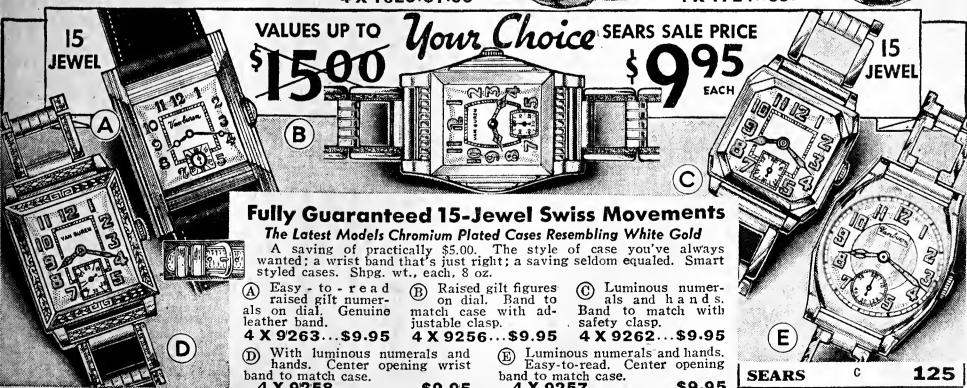
In the flick of an eye you've got the time. Fully guaranteed. A dandy time-American movement. keeper. m a de movement. Nickel plated case. Gilt track dial, black figures. Non-breakable crystal. Shpg. wt., 6 oz. 4 X 1724..69c



C

**SEARS** 

125





Genuine Diamond

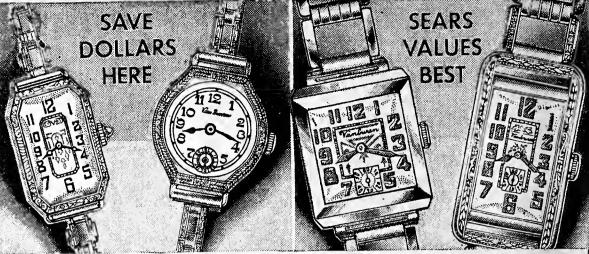
18-Karat White Gold. Ring Sizes, 5 to 8. State size wanted. Shpg. wt., 3 oz. 4 X 2315—1/64 Ct..\$ 6.95 4 X 2317—1/32 Ct.. 7.95 4 X 2319—3/64 Ct.. 11.95



Genuine Diamond Set Wedding Ring

Medium weight 18-Kt. gold ring. Handsome Orange Blossom and leaf design. Sizes, 5 to 8. State size and Engravings. Bride's Book Free. Shpg. wt., 6 oz.

3 Diamonds 4 X 3156 \$6.95 5 diamonds 7 diamonds 4 X 3157 4 X 3158 \$9.95 \$12.95



### White Rolled Gold Plated Case

7-Jewel Imported Swiss Movement. Attractively en-graved case with link adjustable band to match. Silver color dial. Keeps accurate

4 X 9261 Shpg. wt., \$11.69 15-Jewel 10.95

### **Dainty Chromium Plated Case**

6 and 15 Jewel Imported Swiss Movements. Em-bossed case with link center opening band to match. Shpg. wt., 6 oz.

6-Jewel \$7.95 4 X 9259

# Square Chromium Plated Case

7-Jewel Imported Swiss movement. Latest style plain Latest style plain polished case. Open link band to match with adjustable clasp. Luminous figures and hands. Ful-

ly guaranteed.

4 X 9254

Shpg. wt., \$7.95

### Oblong Chromium Plated Case

6-Jewel Imported Swiss move-ment. A very pop-ular style case with open link center opening band to match. Luminous figures and hands.

4 X 9255 Shpg. wt., \$8.95



Misses' Birthstone Ring

Dainty ring in 10-Kt. white gold is exquisitely wrought. Ultra smart. Sizes, 4 to 7. State size and month wented. Shop wt. Shpg. wt. wanted.
3 oz. °z x 5000 \$2.39



### Baguette and Blossom Design

Medium weight. Sizes, 5 to 8. Engraved with initials and date. State size and initials. Shpg.

wt., 6 oz. 4 X 9089—14-Kt. White Gold...\$2.98 4 X 9090—14-Kt. Natural Color

### Sale Closes SAVE 69° ON THESE "CLASSIC PENS" SALE PRICE Feb.28, 1935 A "Diamond Medal" Pen "Reg. U.S. Pat. Office" During this SALE we are offering this ultra modern pen for less than our former low price. Precision-Built—with all the accuracy required for the most exacting performance. Trimmed in natural gold filled. Marine green, Burgundy and Black, Black and White Pearl or Jet Black. State color and point—fine or medium. Shpg. wt., 3 oz. Men's Medium Size Pen 4 X 7356—Sale Price...\$1.79 4 X 7357—Sale Price...\$1.79 During this SALE we are offering Regular **Catalog Price**

# THERE'S MONEY IN IT-ALL RIGHT Can You Sell?

Everyone is a Salesman! Doctors-Lawyers-Ministers—Farmers—Teachers—Club Women—Business Men! You are trying to sell something every day of your life—a plan, a product, an idea, or your own personality! The important thing is Can You Sell successfully—to get the most out of life?

### Salesmanship—As a Business

Salesmanship is the life-blood of any enterprise. No wonder it offers such large rewards! Even the actual heads of big companies are invariably master salesmen. But salesmen are by no means always "born that way." There are fixed rules for successful farming and there are specific steps. that lead to success in Salesmanship. And any man or woman of normal intelligence, regardless of schooling, can master those principles!

### Here is Sears Offer!

A Complete Course in Salesmanship which, if sold through the usual channels, would sell at many times Sears low price! Yet in contents, it competes with the highest priced courses in the country. Not a thing has been eliminated except useless bulk. Sears policy—to make expensive things inexpensive—has wiped out the "overhead" of costly selling expense, disturbing collection letters and expensive field organizations. The saving is yours!

### Over 100,000 Men Paid from \$79.50 to \$125.00 for J. R. Kaye's Former Course

Even at Sears low price, J. R. Kaye's latest work includes more new helpful features than you will likely find in any other course at any price. The complete selling procedure adapted to present day needs. Thoroughly indexed, each section of the course also contains a self-quiz and test

### **Effective Salesmanship**

Eight valuable manuals covering the Salesman, the Goods, the Customer, the Selling Process. A thorough step-bystep analysis with practical demonstra-tions. Includes also Public Speaking, Sales Management, Selling-by-mail, with remarkable final section "The Sales-man as a Finished Product." Selfquiz . . . test questions . . . and actual answers. Each section removable for convenient study. All in an attractively embossed ring binder

3 X 2650—Postpaid.....\$9.95

126 **SEARS-ROEBUCK**  questions, with answers by the author himself. Consultation service is also available to you. And you can complete the course during spare time at home in as little as three to four months; you will use what you learn the rest of your life. Can you afford to be without it?

### **DeLuxe Edition**

All the material in 3 X 2650 with the valuable addition of (1)—A Course in Character Analysis, enabling you to judge people better and to overcome any inferiority complex. Copyrighted "Round Table Conference" method of presentation gives you many sales demonstrations. (2)—A Course in Training the Memory. (What would you not give to remember names and Comes to you in genuine leather zipper binder.

3 X 2675—Postpaid.....\$16.95

THESE LOW PRICES ARE FOR MAIL ORDERS ONLY



Best we know of. Attach steel foot pan and gocart type handle for stroller. Extra wheel makes play car. 5¼-in. roller bearing rear wheels. Noiseless rubber front swivel casters. Jingle bell. Size, overall, 26½x19 in. Finished in cream and light green, washable enamels. Wood handles, seat and beads. Rubber bumpers. Aluminum tray. Steel undergearing.
79 X 7539—Shpg. wt., 18 lbs..... \$3.49



and pedals. Curved steel handle bars. Frame and fork enamel-

ed red; wheels cream color. Sizes below are with seat lowered. Measure child from crotch to instep. Seat may be raised about 21/4 in.

Front | Seat to | Shpg. | Sale | Wheel | Lower Pedal | Wts. | Price Catalog Number \$2.59 3.19 16¼-in. 19, -in. 79 X 8627 12-in. 79 X 8628 16-in.



Specially designed receiver peep sight; accurate adjustments for windage and elevation. No tools required.

Globe target front sight; silver bead and detachable hood-ideal for hunting and target

# 22 Cal. Ranger—New 1935 Model

TARGET SIGHT RIFLE

Full Size

- 24-in. round tapered blue steel barrel
- Chromium plated bolt and trigger
- Military type genuine walnut stock with pistol grip and finger grooves
- Convenient, positive safety
- Self-cocking (cocks on upstroke of bolt)

The lowest price anytime—anywhere—for a full size. accurate shooting, smooth acting, bolt action .22 riflewith all these features. For mail orders only.

Easy takedown, single shot model. Automatic ejector. steel butt plate. Shoots 22 short, long and long rifle, regular or high speed cartridges. Wt., about, 4½ lbs. Shpg. wt., 6 lbs. 12 oz.

6 X 226—Sale Price. \$4.59

# FLYAWAY Reduced from \$198



-One-piece triplelife wheels

shooting.

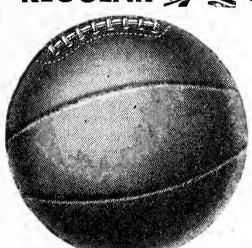
-16 ball bearings in each wheel

About 20% less than Fall Catalog prices. Strong as a girder and smooth as a motor. Three-piece channel steel construction. rubber shock absorbers. Electrically welded chassis. Sponge rubber instep pads. Adjust from 8 to 111/4 in. for skaters from yrs. up.

Key included. Shpg. wt., 4 lbs. 13 oz.

6 X 1100 \$1.59

# REGULAR SE School VALUE



• Selected grade of Gunnison pebble grain cowhide leather

• Double herculated canvas lining

True in accuracy, dependability, and service. Laboratory tests proved this ball to be exceptionally strong. Seams lock stitched with wax linen thread. Valve bladder; double leather lacing. Under nationally advertised name. sells regularly to schools for \$7.50. Ideal for all big High Schools, small Colleges, Industrial leagues, Y. M. C. A.

and C. Y. O. teams. Shpg. wt., 2 lbs. 6 oz. \$4.79

Youth's Basket Ball

Full size, rubberized material. Valve bladder. 6 X 1825—Shpg. wt., 2 lbs......\$1.49

### **Black Enameled Lunch Kit**



### **Waterproofed Canvas Covers**

Brown duck, rustproof eyelets. Sisal

robes.	TAO ICCCCTI	115.		
Before	6 X 7516	Shpg.	6 X 7518	Shpg.
Hem-	9.93 oz.	Wt.,	14.90 oz.	Wt.,
ming, ft.	per sq.yd.	Lbs.	per sq.yd.	Lbs.
6x 8	\$ 1.87	6	\$ 2.87	8
8x10	3.19	10	5.15	13
10x12	4.98	15	7.25	.20
12x16	7.69	23	11.69	29
16x20	13.45		19.39	48

### Prices UNTILLEBRUARY These Sears Low

### Basket Ball Bargain

Regulation 4-pc. pattern . Double canvas lined . . . Double leather laced
Valve bladder . . . grained
Cowhide leather. This ball
offers the school with a limited budget a big opportunity for savings. Shpg. wt., 2 lbs. 8 oz.

6 X 1823..... \$3.49

### Supporter

3-in. elastic waistband . . Mercerized elastic mesh mouch, porous and cool. Medium size, 30 to 38 in. Large, 38 to 48 in. Shpg. wt., 6 oz. 6 X 1905......39C

### **Basket Ball Pants**

Heavyweight cotton knaki twili . Loose han hip pads. Even sizes, 26 to 34 in. waist. State size. Shpg. wt., 8 oz. 63C

### Two-Burner Lantern

Heat resisting glass chimney . . . Automatic tip cleaner . . . improved built-in pump. Lights instantly on one match. Wind can't blow it out. Tank holds about 1 qt. gasoline, enough to burn 12 hrs. Complete with 2 mantles, and instruc-tions. Shipping weight, tions. Shipping weight, 8 lbs. 1 oz.
6 X 7428
Sale Price.....\$4.49

### Sweat Shirt

- -Best quality cotton, silver gray
- -Cotton fleeced back -Ribbed neck, cuffs and waistband
- -V-insert at neck

Heavyweight. Cut full and roomy. Styled to fit and priced to give you remarkable savings. Even sizes, 30 to 46 in. chest. State size. Shpg. wt., 1 lb. 2 oz.

6 X 2010 ......73c



- -Good quality cotton suiting
- Guaranteed fast colors vat dved
- -Shoulder buttons Official in many schools and colleges

At this low price you should buy two or more. All patterns cut full. Colors: Blue or green. Ages, 6 to 22 yrs. State color and age-size wanted.

Shpg. wt., 11 oz.

6 X 1982
Sale Price.....85C



SEARS, ROEBUCK AND CO. C 127



Wool

# **ALL Wool Bargain**

- Fine all wool fabrics
- Boat sale drill pocketing
- Buttons sewed on with linen thread
- Five-button, four-pocket
- Wide cuff bottom longies with side buckle straps.

Buying him a new suit . . . here it is! Smart peak lapel model fully lined with Gibraltar. Choice of two fine fabrics. All Wool Navy Blue Herringbone Weave Cheviot or new small check Brown Cassimere. A bargain worth getting at a reduction from our big catalog prices.

ALL SIZES, 9 to 18 yrs. State agesize. Shpg. wt., 4 lbs. 9 oz.

40 X 2968—All Wool Navy Blue Cheviot..... \$7.95

40 X 2951—All Wool Brown Cassimere.....\$7.95

# **Our ECONOMY Special**

A sturdy % wool Navy blue herringbone weave cheviot with full lined, peak lapel coat; 5-button four pocket vest and cuff bottom longies.

ALL SIZES, 9 to 18 yrs. State age-size. Shpg. wt.,

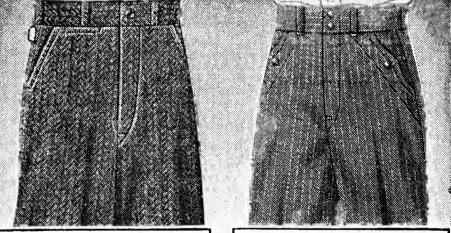
40 X 2530 3/4 Wool Navy Blue Cheviot



-Handsome brown or gray tweed or navy blue cheviot slacks.

—Separate waistband. Side buckle straps.
—Wide cuff bottoms. Well tailored throughout.
Tweeds about two-fifths wool... balance rayon, and cotton. Cheviot 70% wool, balance cotton.
ALL SIZES, 7 to 17 years. State age-size. Shpg. wt.,

Look to Sears for Greatest Clothing Values



### **Honest Value**

-Brown cotton worsted suiting. Separate waistband. Wide bottoms. Four pockets.

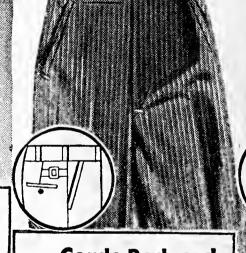
Roomy slacks of sturdy cotton suiting! They'll stand the kind of wear boys give them. Mothers! Take advantage of the sale price. vantage of the sale price.
ALL SIZES: 8 to 17 yrs.
State age-size. Shpg. wt., 1 lb.

State age-size. Shp. 40 X 1454 40 X 1454 85C Wear and Wash Well!

-Good weight, pencil stripe navy blue cotton drill. Button-through front pockets.

-2-button extra high waistband. Belt loops. -Extra wide cuff bottoms. Well made—bartacked at strain points. Has back pock-

Stands many washings. EVEN SIZES: 6 to 18 yrs. 





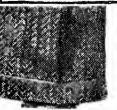
- -Navy blue or burgundy
- -Wide cuff bottoms. -Side buckle straps.
- -Full cut. Bar tacked. ALL SIZES, 9 to 18 years. State age-size. Shipping weight, 11b. 9 oz.

40 X 33 90 — Navy \$1.75 Blue Corduroy..... \$1.75 40 X 33 91 — Bur-gundy Brown Corduroy 1.75



balance cotton. One button waistband.

-Side buckle straps.
Twill inside waistband and matched pocketing. Crotch pieces. Outlet and serged back seam. ALL SIZES, 9 to 18 yrs. State age-size. Shpg. wt., 1 lb. 40 x 2520 Navy Blue Cheviot. 159













Feb. 28th Only



In Our Big Book

—Good, strong HEAVYWEIGHT materials.

Double knees and double seat.

-Cut extra full and roomy.

Triple stitched seams—can't rip.

-Bar tacked at strain points.

-Metal buttons sewed on to stay.

-Button holes strongly stitched.

Four roomy pockets faced and bartacked. Button cuffs.

HERCULES our strongest and best playsuit, built to stand the roughest kind of wear.

ALL SIZES: 3 to 8 years. Have drop seat. State age-size.

40 X 5625—Blue and White Hickory denim. Shipping weight, 14 oz....69c

ALL SIZES: 9 to 12 years. Have closed back. State age-size. Shpg. wt., 1 lb.

40 X 5627-Hickory stripe......**79c 40 X 5628**—Blue

These Low **Prices for Mail Orders Only** 



# Reduced from 52.35

Navy blue twill weave herringbone cheviot about 1/2 wool.

-Blazer jacket with elastic bottom, button front, muff pockets and button cuffs.

-Longies have cuff bottoms, fly front, 2 side pockets. Button holes on waistband.

ALL SIZES: 4 to 9 yrs. State age-

40 X 3105—Navy blue blazer and longie suit.
Shpg. wt., 1 lb. 11 oz.......
40 X 4453—Navy blue longies to match.
Shpg. wt. 12 oz.

1.00Shpg. wt., 12 oz.....

SALE PRICE



# **Boys' Blouses**

-Well made good quality, cotton shirting materials.

-Button cuffs. Lined collar. Adjustable bottom style. EVEN SIZES: 4 to 12 yrs. State age-size. Shpg. wt., 6 oz.

40 X 3544—Plain 39c 40 X 3502-Plain

white cotton broadcloth. . 44c 40 X 3503—Novelty blue Printfast color percale 44C

### Navy Blue or Brown

-1/3 wool cheviot or 1/2 wool tweed. -Full lined tweed. —Full li shorts. Side opening.

utton-on white cotton broadcloth waist. Eton style jacket, sleeve facings, -Button-on unlined, Pinch back, Patch pockets.

ALL SIZES: 3 to 8 years. State age-size. Shpg. wt., 1 lb. 7 oz. 40 X 2517 \$1.79 Navy blue cheviot.... \$1.79 40 X 2518 Medium brown tweed., 1.79

### **4-Piece Suit**

-Brown or Gray tweed shorts about one-half wool. Side openings.

-Cotton broadcloth blouse. Shirt style collar.

hand rayon tie.
ALL SIZES: 3 to 9 years.
State age-size. Shpg. wt., 9 oz.
40 X 2515—Brown
suit with tan blouse. \$1.00
40 X 2516—Gray suit

with blue blouse .... \$1.00

Self belt and buckle. -Contrasting four-insize. Shpg. wt., 8 oz.
40 X 2535—Blue Denim. 390
40 X 2536—Blue Covert.

(button over flap).

129 **SEARS-ROEBUCK** 

Sturdy Playalls . . . Newest Style -Good weight white back blue denim or blue cotton covert. lovelty style with bib, shoulder

fellow will like. Snappy polo pockets

ALL SIZES: 2 to 8 yrs. State age-





 $1.00 \\ 1.00$ 

40 X 3139 Golden Brown. 40 X 3140 Navy Blue... Sears SALE PRICE

50

50

50

50

50

60

Navy

Blue

• ALL Wool 32-Ounce Melton Cloth

Fast Color—Will Not Fade. Cossack Style

• Full Cut for Comfort and Free Body Action

# Warm Extra Heavy Outdoor Jacket

Easy slide fastener front.
Roomy, muff-style pockets.
Side buckles and straps.
Lined, button storm cuffs.

-Inside seams sateen piped.
Thick, WARM, extra heavy, firmly woven—the fabric usually found only in the highest priced indicate. Well to leave the search of the search of

jackets. Well tailored!

EVEN SIZES: 6 to 18 yrs.
State age-size. Shpg. wt.,
2 lbs. 2 oz.

40 X 3559—Navy Blue All

Wool Extra Heavy Melton Cloth Jacket....\$2.69

100% WATERPROOF.





Medium weight, wash fabrics.

Strong triple stitched seams.

Bar tacked at strain points.

Full cut, roomy; large pockets.

Easily adjustable suspenders.

# BLUE OR BROWN COTTON SUEDE CLOTH PLEAVY COTTON FLEECE LINING TRIPLE TEXTURE

# Wears . . . Looks Like Leather

Cossack style with slide fastener. Rubberized.
 Lined button cuffs. Muff pockets. Adjustable side straps.

-Cut full and roomy. Double stitched. Piped seams.

EVEN SIZES: 6 to 18 yrs. State age-size.



### A Value Leader

-Extra warm ALL WOOL, mediumweight melton cloth.

—Slide fastener front. Handy collar tab to button.

-Deep muff style piped pockets.

-Lined button cuffs. Adjustable side straps. Double stitched seams.

Compare this popular jacket with high grade models. Only then can you appreciate its value! Every detail of fine construction has been put into these jackets.

EVEN SIZES: 6 to 16 yrs. State agesize. Shpg. wt., 1 lb. 12 oz.

40 X 3592—Navy Blue. 40 X 3593—Maroon......\$2.09







# All Wool . . . 24 and 33 Oz. **Blue Melton Jackets**

- Cossack Style Slide Fastener Front.
   Comfortable Storm Collar With Tab and Button.
- Two Roomy Slash Pockets.
  Adjustable Side Buckle Straps for Snug Fit.
  Extra Full and Roomy With Strong Construction.
- Average Length, 25 Inches.

A RECORD PRICE on the season's most popular jacket. Strong, warm and handsome. Fast color. A bargain that is a bargain that is only found at Sears.

SIZES: Even chest sizes 34 to 48 in. State measurement taken over vest.

24-Oz. Weight
41 X 221—Navy
Blue Cossack Style
Slide Fastener Front.
Shpg.wt., 2.lbs. 10 oz...

33-Oz. Weight 41 X 241—Navy Blue Cossack Style. Slide Fastener Front. Shpg. wt., 3 lbs.....

# Triple Texture — Rainproof Suede Cloth Bargain

- Smart Cossack Model. Roomy Siash Pockets.
- Fast color
- Double Stitched Throughout.
- Fast Color "Sheepoline" Lining Rubberized to the Cotton Suede Cloth. Slide Fastener Style.

You bet you can add up this combination of features elsewhere. But WHERE can you find this price? Can be washed in soap and water. Indestructo cotton suede cloth is extra strong and warm yet pliable and comfortable. Leather-like in appearance and resistance. Lined with a cotton fleeced material resembling sheepskin. Both are rubberized together. Average length, 25 inches.

SIZES: Even chest sizes 34 to 48 inches. State measurement taken over vest. Shpg. wt., 3 lbs.

41 X 129—Navy Blue Indestructo Cossack. Each..... 41 X 138—Medium Brown Indestructo Cossack. Each...\$2.79



# 100% Shrinkproof

**Heavy Khaki Twill** 

8-Oz. Whipcord

# Scooping All America on Quality!

At last! Breeches that washing can't affect. They're 100% shrinkproof assuring perfect fit and comfort around knee and calf of leg. This is very important in well fitting breeches. Sturdy, wear-resisting Oxford Gray Cotton Whipcord or rugged Olive Drab Cotton Khaki Twill. Reinforced and bar tacked at all strain points. Great for hiking, camping, riding, working ANYTHING and remember PRICES REDUCED!

- Double Knees for Extra Wear.
- Heavy Boat Sail Drill Pockets.
- Snug Fitting Lace Bottoms.
- 2 Hip, 2 Front and Watch Pockets.

SIZES: Even waist sizes 30 to 42 in.; 25 and 27 in. inseam. State measurements. Shpg. wt., 2 lbs.

41 X 914—Olive Drab Khaki, 100% Shrinkproof Whipcord Breeches.....

Sears SALE PRICE

Strong, Sturdy San-forized, 8-Oz. White Back Indigo Blue Denim. Guaranteed Not to Shrink.

Triple Stitched for Extra Strength.

Extra Large Pockets. lip Pockets Double Thick at Bottom.

andy Reinforced Hammer Loop,

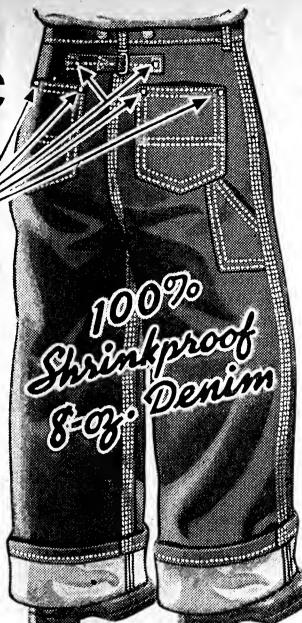
Copper Riveted. Adjustable Back Strap and Buckle.

Copper riveted—the same way husky rivets are hammer-

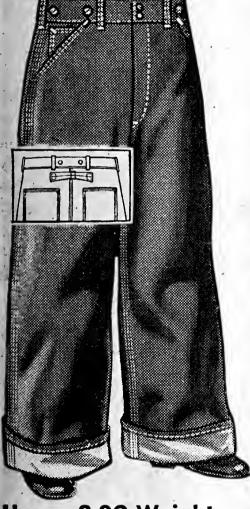
way husky rivets are nammered into a skyseraper. Sale priced—the same way extra savings are hammered into every Bargain in this book.

SIZES: Even waist sizes 30 to 44 in.; Even inseam sizes 30 to 36 in. State measurements. Shpg. wt., 1 lb. 14 oz. 1 lb. 14 oz.

41 X 745—Sanforized Copper Riveted, 8-Oz. 98C Bandtop Overalls....



CUT PRICES on BAND TOPS



# **Heavy 2.20 Weight**

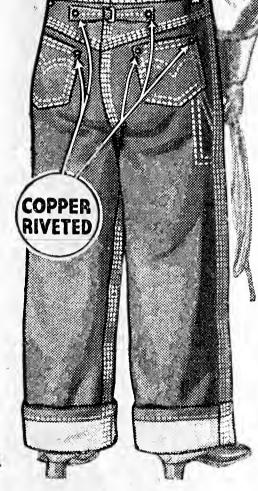
Triple Stitched Seams.

Adjustable Back Strap and Buckle. Handy Rule Pocket. Every Strain Point Rein-

forced and Bar Tacked.

Made of strong, long-wearing, heavy weight 2.20 Indigo Blue Denim, mill shrunk.

Big all over for perfect working comfort. Worn by both men and women. Buy several pair at this



### 8 Oz. Blue Denim

Heavyweight, 8-Oz. White Back Indigo Blue Denim.

• Seams Triple Stitched.

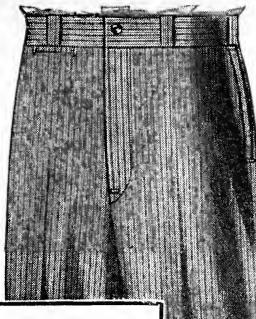
• 6 Large Pockets.

Great guns, men! What a Band Top. Big copper rivets hammered in at the strain points. Strongest and most durable construction. Special SALE PRICED.

SIZES: Even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. State measurements. Shipping weight, 1 lb. 14 oz.

41 X 706—Copper Riveted, 8-Oz. Overalls. 85C

9½ Oz. Moleskin Cloth



Extra Heavy 91/2-Oz. Black and Gray Striped Moleskin Cloth.

Boat Sail Drill Pockets. Strong rip-proof seams.

Reinforced and Bar Tacked at All Strain Points.

Don't pay one penny more! We're positive they're the best moleskins ever offered in America at the price. They'll go through the toughest work and the toughest weather without flinching. Cut generous and roomy. Built for comfort. Made to last.

SIZES: Even waist sizes 30 to 44 in. All inseam sizes 29 to 34 in. State measurements. Shpg. wt., 2 lbs. 4 oz.

**41 X 900**—Black and Gray Striped Moleskin

SALE CLOSES FEB. 28. 1935



# FIRST TIME at this PRICE

Don't Rate Them By Their Bargain Price

 Medium Heavyweight, Dark Gray Striped Worsted. Woven From Hard Twisted, Long Staple Cotton Yarns.

Extra Strong Tailoring.

- Long Wearing Pockets.
- Buttons Sewed on to Stay.
- Big, Roomy Sizes for Real Working Comfort.

A real money saver. Take advantage of this sensational offer, lay a few pairs away for the future.

SIZES: Even waist sizes 30 to 44 in.; and all inseam sizes 29 to 34 in. State measurements. Shpg. wt., 1 lb. 10 oz.

41 X 946—Dark Gray Striped 8-Oz. Cotton Worsted.....\$1.19



SEARS-ROEBUCK © 135







### A Raincoat When It's Wet A Topcoat When It's Dry

Attractive Black-and-White Check Cotton Single Breasted Style. Jersey.

Waterproof Material Rubber Interlining. Two Slash Pockets.

Vulcanized to a Handsome, Fast-Color Plaid Lining. Average Length, 48 In.

You might not suspect that a coat so genuinely smart could really keep you dry. And when the sun shines, it makes a practical stylish topcoat. Moreover, it keeps you warm when the wind blows cold. Probably the greatest all-purpose, all-weather coat on the market. All around belt. A real Sears value at a thrilling, low figure!

MEN'S SIZES: 34 to 46 in. chest. State measurement taken over vest. Shpg. wt., 4 lbs. 1 oz.

45 X 7900—Black-and-White



**Novelty Weave** -Sturdy Good Looking Cotton Worsted

-2-Button Waistband. Side Buckle Straps -21-in. Cuff Bottoms.

High-velocity style and

High-velocity style and dependable service at a compelling low price. Sears standard tailoring throughout.

SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shipping weight, 1 lb. 12 oz.

45 X 7924—Dk. Blue. Fancy Weave \$1.75 45 X 7926—Brown. Fancy Weave.

SEARS, ROEBUCK AND CO. C 137

# Sears SALE PRICE SETS BARGAIN PACE!



# The Hollywood..Featuring The Flash Slide Fastener



Zip it's open, Zip it's closed astener is very Small and Flexible



Only a Thin Seam-Line Shows. No Contact with Metal Inside

- Fancy Weave 2/5-Wool Cassimere.
- Latest Pleated Style With Slide Fastener Fly Front.
- djustable Side Buckle Straps.
- Wide, 20-Inch Cuff Bottoms.

Hollywood . . . they're setting the pace for STYLE-SNAP-SMARTNESS. The novelty weave has "life" and "swank", "distinctiveness". Tailored like the most expensive bench made clothes. You really have to see these splendid trousers ... try them on ... to appreciate them. We are sure you will agree with us that they are truly astounding values.

SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shpg. wt., 1 lb. 15 oz. 45X7930—Gray Mixed Fancy Weave \$2.98

138 c sears, roebuck and co.

Sears SALE PRICE





**Swagger Slacks** 

—Cassimere 2/3 Wool, Balance Rayon.
—Smart Small-Check Pattern.

-2-Button Waistband, Side Straps. Another outstanding bargain that establishes Sears as the world's greatest value givers. Wide, 21-inch Cuff Bottoms. SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shpg. wt. 1 lb. 14 oz.

45 X 7916—Med. Gray
45 X 7918—Med. Dark Brown. \$2.39

**All American** Style Champion!

Very Latest Broadway Slack Model.

Handsome Herringbone Cheviot: About 2/3 Wool.

Swagger, 2-Button Extension Waistband. Convenient, Adjustable Side Buckle Straps.

Wide, Collegiate 22-Inch Cuff Bottoms.

Look at this model! It is America's most popular young men's style! Check the features—you'll see why. The style is correct, authentic—becoming. Handsome-draping, smart-fitting—spells class to everyone who sees it! A fine fabric more superbly tailored than anything you would ordinarily find at such an astounding low price!

SIZES: 28 to 36 in. waist; 29 to 34 in. inseam. State measurements. Shipping weight, 1 lb. 14 oz.

45 X 7920-Dark Blue 45 X 7922—Oxford (Dark Gray)......\$2.69

# **All Wool Pure Worsted**

# **Startling Close-Out!**

Men! Here's an opportunity to buy a \$4.50 pair of trousers for only \$3.39. Thousands of fine, all wool pure worsted trousers consisting of extra suit trousers mill close-outs and factory clearances. Excellently tailored throughout. We hammered down the price to a new, low level to make this one of the greatest clearance sales in our history. Look ahead! Order several pairs.

SIZES: 30 to 42 in. waist; 29 to 34 in. inseam. State measurements. Shipping weight, 1 lb. 15 oz.

45 X 7912—Blue Striped
45 X 7913—Brown Striped
45 X 7914—Gray Striped

\$3.39





### **Plain or Trimmed** -Warm All Wool

Yarns Cardigan Stitch Contrasting Trim at Neck, Cuffs, Bottom

Price says — YOU SAVE but it can't tell you about quality, warmth, service. . all the worth this bargain price buys.

33 X 1748—Navy with trim

33 X 1749—Maroon with trim

33 X 1775—Plain black

33 X 1776—Plain navy blue

Even sizes, 26 to 36 in. chest. State size. Shpg. wt., 1 pound.

### **Snappy Cossack Style**

- -Indestructo Heavy Double Napped Cotton Suede Cloth
- -Cossack Style
- -Sturdy Slide Fastener
- -Two Roomy Slash Pockets

Talk about money-saving! You'll hunt high and low to match that pricemark, fellows! It's about as handy a jacket as can be made.

33 X 1122—Tan 33 X 1124—Blue

Ages, 6, 8, 10, 12, 14, 16, 18 yrs. State age. Shipping weight, 1 pound 1 ounce.

### All Wool Yarns

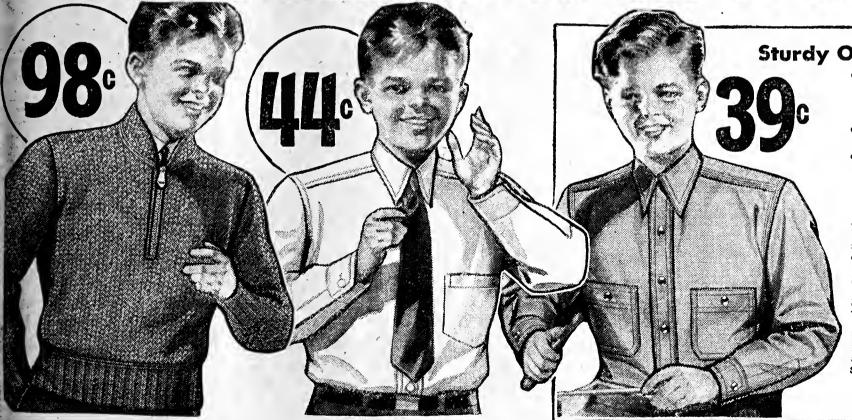
- -Good, Warm, Serviceable Weight
- -Sturdy, Long-Wearing Yarns
- -Talon Opening at Neck

Get one, fellows! Get it QUICK! This price will soon be a thing of the past. All wool warmth and strength. Ruggedly knit. Smartly designed Narrow gauge. Shaker Stitch.

33X1880—Royal blue 33X1882—Navy 33X1881—Maroon

Even sizes, 28 to 36 inches chest measure. State size. Shipping weight, 9 ounces.

# OK WHAT'S HAPPENED TO PRICES



# Sturdy Oak Junior

- -Medium weight Fine Yarn Chambray
- -Unbreakable **Buttons**
- Non-rip Sleeve Facings

Leave it to Sturdy Oak to cut its price on boys' work shirts and put this Sale

over.

JUVENILE
SIZES, Ages, 6,
8, 10, 12 yrs.
State age. Shpg.

wt., 6 oz. BOYS' SIZES, 12½ to 14½ in. neck. Half sizes. State size. Shpg. wt., 8 oz.

33 X 1020

"Talon" Opening
—Strong Yarns, About 50% Wool -Narrow Gauge Shaker Stitch

This bargain doesn't end with the price tag. Here's good strong fabric durable yarns...rugged knitting. Quality that would do credit to a price twice as high.

33 X 1883—Navy blue 33 X 1884—Maroon 33 X 1885—Tan Even sizes, 28 to 36 inches chest. State size. Shpg. wt., 12 oz.

-Military Collar

style. Tie not included.

JUVENILE SIZES, 6, 8, 10, 12
years. State age. Shpg. wt., 7
ounces. BOYS' SIZES, 12½ to
14½ in. Half sizes. State size.
Shpg. wt. 8 oz

Some Bargain!!

Sears Boys' standard Dress Shirts packed full of honest tailor-ing and stubborn strength. Coat

-Durable Cotton Shirtings -Generous Roomy Sizes

Shgg. wt., 8 oz.
33 X 1436—Plain white
33 X 1437—Plain blue
33 X 1438—Fancy pattern



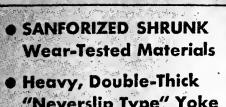
-Eight-Quarter Model -Rayon Lining -Leather Sweatband

Fabrics from ¼ to ½ wool. Assorted patterns.
33 X 5851—Gray Mix.
33 X 5852—Tan Mix.
33 X 5853—Brown Mix. Sizes, 6% to 7%. State size. Shipping weight,

139 **SEARS** C

10 ounces.





- "Neverslip Type" Yoke
- Roomy Armholes
- Thick Double Elbows
- Bar Tacked Pockets
- Pencil Compartment
- Heavy Duty Buttons
- Triple-Stitched Seams
- 3-Layer Interlined Collar and Cuffs



The Story is QUALITY at a Price in this SANFORIZED SHRUNK

More than a sale. A SENSATION. HERCULES has cut the price! The toughest, ruggedest, man-size shirt we've ever sold. Packed full of more strength, stamina and comfort than ever before. Read every feature above! Sanforized Shrunk means perfect fit. All the washings in the world won't shrink it. WHERE ELSE can you find such a shirt—such a price—such an opportunity?

ERGU

# Regular Sizes

Tailored in regular shirt sizes in full roomy

dimensions. 33 X 5631—Blue 33 X 5632—Gray

H a 1 f sizes, 14½ to 17. State ping weight, 14 ounces.

Extra Long

Extra long body and sleeves to fit the tall man.

33 X 5690—Blue 33 X 5691—Gray

Half sizes, 14½ State size Shipping wt., 15 oz. EACH Stout Sizes

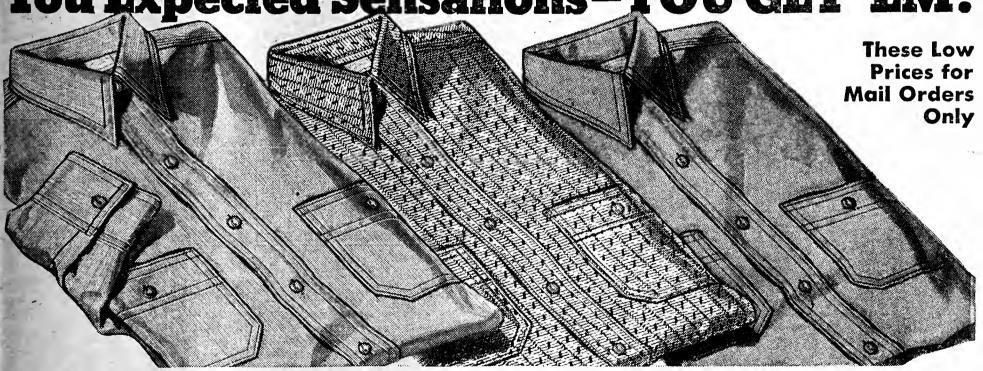
Made in extra large body and neck sizes.

33 X 5692—Blue 33 X 5693—Gray

Half State size. Shpg.

York Shirt

You Expected Sensations—YOU GET 'EM!



# **Cotton Covert Cloth**

- Resists Oil and Grease
  Triple Stitched
  Non-rip Sleeve Facings -Interlined Collar

Here's a shirt that won its reputation on tough, greasy jobs. Here's the BARGAIN you want if you're a garage man, auto mechanic, oil man—if you do any kind of rough, greasy work. Made over genuine Sturdy Oak dimensions.

33 X 610—Blue 33 X 611—Gray Half sizes, 14½ to 17. State size. Shipping weight, 12 ounces.

# **Fancy Tupelo Madras**

- -Genuine Tupelo Madras
- -Sturdy Oak Dimensions
- Triple Stitched Seams
- —Non-rip Sleeve Facings -Interlined Collar

Another big favorite ON SALE. The most popular fancy pattern ever designed in a work shirt. Thousands of old time customers will double up on savings while this sale lasts.

33 X 683—Gray 33 X 684—Blue Sizes, 14½ to 17. Half sizes. State size. Shipping weight, 13 ounces.

# Is This a LOW Price!

- -Durable Chambray
- -Triple Stitched Seams
- -Non-rip Sleeve Facings
- -Interlined Collar An out-and-out, bedrock BOT-TOM PRICE on a workshirt. And remember

It's well made... will fit properly... will give more service than you'd expect at this price.

33 X 620—Blue. Half sizes, 14½ to 17. State size. Shipping weight, 9 ounces.

SEARS, ROEBUCK AND CO. C 141



Another famous shirt SACRIFICED. "CAST IRON"—the

model designed by a Sears customer. He wanted double strength on the back and under the arms. And he got it! The tough fabric lives up to its name for "Cast Iron" wear. The deep double

front comes down to the pockets as illustrated. Deep double elbow. Interlined collar.

33 X 689—Blue Chambray
Half sizes, 14½ to 17. State size. Shpg. wt., 14 oz.



wool

-Leather Front Piece

Shipping weight, 12 ounces.

# Tough Cowhide

-Palm, Thumb, Pliable Tanned

—Backs of Soft Strong Gray Split Cowhide Artificial Leather Cuffs Pro-

stiffest competition in America. Real leather for real work.

33 X 4085—Band Top State size. Shpg. wt., 8 oz. 33 X 4185—Gauntlet Style



Good Quality Fabrics of 1/4 to 1/2 -- Latest patterns -- Cotton Twill Lining

33 X 4810—Gray mixture 33 X 4811—Tan mixture 33 X 4812—Brown mixture Sizes, 6% to 7%. State size.

Finger of Soft Chrome Grain Cowhide Leather

tected by Grain Leather Pull Built for the toughest kind of work. Priced to meet the

Sizes,  $8\frac{1}{2}$ ,  $9\frac{1}{2}$ ,  $10\frac{1}{2}$ ,  $11\frac{1}{2}$ .

State size. Shpg. wt., 9 oz.



—Good Quality Fur Felt
—Plain Edge Snap Brim,
about 2% inches wide
—New "Fashion King" Crown, about 5% in. high -Durable Rayon Lining

Looks like more money. Sensible new lines becoming to men of every age. Well balanced proportions...care-

ful tailoring.
33 X 61 10—Medium
Gray, Black Band Tan, Brown Band State size. Shpg. wt., 1 lb. 8 oz. Sizes, 634 to 71/2.

# SALE FEBRUARY 28th



# **Genuine Sturdy Oak Shirts**

 One of the Finest Chambrays Obtainable
 Important Seams Triple Stitched -Continuous Non-rip Sleeve Facings -Big, Roomy Sizes -Interlined Collar

The work shirt that made thousands and thousands of friends for Sears. Now the price is cut putting this sale over in grand style! It's the same dependable shirt you've bought from our General Catalog. Stock up while savings are greatest

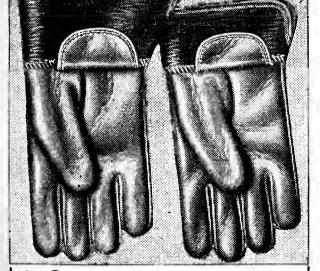
### REGULAR SIZES

33 X 679—Gray 33 X 678—Blue

State size.

Half sizes, 141/2 to 17. State size. Shpg. wt., 10 oz.

STOUT SIZES SLIM SIZES 33 X 674—Blue Extra sizes, 17½ to 33 X 676—Blue Sizes, .141/2 to 17. 20. State size. EACH · Shipping weight, 12 oz. Shipping weight, 12 oz.



142 C **SEARS-ROEBUCK** 



#### Extra Savings Here

Durable Yarns of about One-Third Wool
Good Serviceable Weight
Firm Closely Knit Fabric
Two Latest "Heather" Shades
Two Roomy Pockets
You're right, men! This is a good low BAR-GAIN PRICE! But DON'T overlook what a handy practical all-around sweater it buys. It's heavier and tailored better than most coats sold heavier and tailored better than most coats sold

elsewhere at this price.

33 X 1697—Brown Heather

33 X 1698—Gray Heather

Even sizes, 34 to 46 inches chest measure.

State size. Shipping weight, 1 pound.

HIS GARMENT MADE OF IDEAL CHAMBRAY

#### All Price Records Broken

- ★Genuine Fine Yarn ''ldeal'' Chambray
- \* Principal Seams Triple Stitched
- ★Continuous Non-rip Sleeve Facings
- \* Strong Interlined Collar
- ★ Popular Coat Style Model

Why be satisfied with a small saving? STOCK UP—SAVE MORE while this price lasts. Great worker. Likes punishment.

33 X 648—Blue Ideal Chambray Sizes, 14½ to 17. Half sizes. State size. Shipping weight,



Sears

-All Wool Yarns -Smart Pullover Model

-Popular Talon Opening at Neck

-Three Most Popular Colors

BUY WISELY! BUY NOW!

Brand new sport styles! Best sellers everywhere! Perfect for Winter, Spring—ANY SEASON. But DOWN—DOWN—DOWN—goes the price just the same. Some of them formerly sold as high as \$2.98! Great for sport—work—knockabout wear.

33 X 1692—Gray 33 X 1693—Navy 33 X 1694—Tan
Even sizes, 34 to 46 in. chest. State size.

SALE ENDS FEB. 28th

#### Belt Bargain!

Full(Grain Cowhide Bridle Leather Belt about 1% in. wide Attractive embossed design

— Good Quality Nickel Plated Tongue Buckle

Act Now! Price is down. Good looks for the dressiest outfit. Strong solid leather for the toughest job.

33 X 8856—Black
33 X 8858—Light brown
Even sizes, 30 to 42 inches. State

Shipping weight, 5 ounces.



#### Two Styles

-Single or Double Grip

Live Rayon Elastic Webbing 1% in.Wide Silk-faced Satin

SINGLE GRIP .

33 X 9110—Shpg. wt., 3 oz. DOUBLE GRIP 33 X 9100-Shpg. wt., 3 oz.

The best and strongest heavyweight 12-Oz. Eastern Cotton

12-OUNCE

6 PAIRS

Millerin

Canton Flannel
—Napped on Inside
—Double Knit Wrists
33 X 3827—Shpg.
wt., 6 pairs, 1 lb. 4 oz.;
12 pairs, 2 lbs. 7 oz.

**Two Styles** 

Extra Heavy Webbing, About 11/2 Inches Wide

—Heavy Cushion Back Protects Rubber from Perspiration

Tough Cowhide Leather Trimmings
Non-rusting Brass
Metal Fittings

-Full 40-in. Long 33 X 8650—Police Back 33 X 8651—Cross Back Shpg. wt., 6 ounces.



#### Cotton Suede Cloth

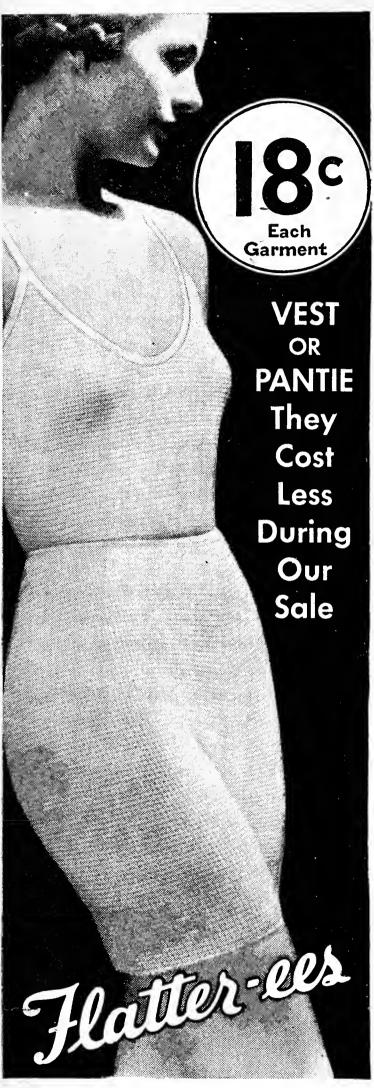
-Strongly Tailored Throughout
-Big Man-size Dimensions -Unbreakable Buttons

See it—wear it—and you'll feel like you've named your own price! It's good substantial cotton suede cloth. Coat style. tailored and reinforced like higher priced shirts. Shipping weight 1 lb. 2 oz.

33 X 5855—Tan

Half sizes, 14 to 17. State size wanted.

SEARS, ROEBUCK AND CO.



Rayon Striped Cotton

Make the most of this Sale of Flatter-ees! Buy plenty of these feather-light underthings that keep you warm and give such a smooth, natural line to your dresses. No bulk here. They yield with every movement, yet always hug the figure. Mere handfuls of springy tuck-rib fabric, deftly made, perfect fitting. Lastex at bottom of legs keeps them down; flat elastic at waist of panties; double gusset in back. Vests have built-up shoulders; flat narrow straps. Color: Flesh pink.

16 X 9070—Vest 16 X 9071—Panties Sizes: Small (32-34); Medium (36-38); Large (40-42) inches bust or hip measure. State size. Shop, who each garment 4 or

Shpg. wt., each garment, 4 oz.

144 C SEARS, ROEBUCK AND CO.



#### RAYON STRIPED COTTON



#### **Fine Sturdy Bloomers**

Flat knit, rayon striped cotton bloomers; double crotch; good quality elastic in waist and legs. Good medium weight.

16 X 6607—Tea Rose. Sizes: Small (34-36); Medium (38-40); Large (42-44) inches hip measure. State size. Shpg. wt., 6 oz.

#### Extra Large Size 29c

16 X 6621—Tea Rose. Extra large (46-50 inches) hip measure: Shpg. wt., 8 oz.



#### Well-made Vests

Here's a bargain you mustn't miss. Soft, stretchy cotton vests, glistening with rayon stripes—reduced in price of course. Well made in built-up shoulder style. Tubular banding make them fit nicely. They're very special bargains. They meet Sears standard of quality in every way. Get a good supply now while they're on sale.

16 X 6913—White. Sizes, 34, 36, 38, 40, 42, 44 inches bust: State size. Shpg. wt., 3 vests, 8 oz.





#### They're Certainly Bargains

We haven't forgotten the youngsters who wear waist suits. Here's a low sale price on medium heavy fleeced cotton suits! Nice and stretchy. Warm for winter. And with these wear features: cloth garter tabs; reinforcing straps; knit-in button holes; good quality buttons; specially shaped drop seat. Well-fitting tubular neck. Color: White.

16 X 9000—High neck, long sleeves, ankle length. 16 X 9001—Dutch neck, short sleeves, short leg.

Sizes to fit ages, 2, 3-4, 5-6, 7-8, 9-10, 11-12 years. State age. Shipping weight, each garment, 6 ounces.

Winter Weight

Ages 4, 6 and 8

37 C EACH

Ages 10, 12, 14, 16

Special Sale **Prices for** Boys' Winter Cottons

We searched hard and long for this winter underwear bargain for boys. Right in every way. Medium heavy weight union suits, knit in a firm stretchy stitch. Dependable quality cotton, lightly fleeced on the inside. Full sizes, nicely finished. Cream color.

16 X 9032-Long sleeves, ankle length.

16 X 9034—Short sleeves short legs.

Even sizes to fit ages, 4 to 16 years. State age. Shpg. wt., each garment, 12 oz.

SALE! SALE! SHORTS **SHIRTS** 

A Low Price for **Boys' Favorites** 

**Swiss-Ribbed Shirts** 

Soft cotton; stretchy: full sizes. Well made.

16 X 7512-White. Even sizes, 24 to 34 inches chest. State size.

#### **Broadcloth Shorts**

Fast color cotton broad cloth with elastic at sides.

16 X 7515-Assorted patterns similar to picture. Even sizes, 24 to 34 in. waist. State size.

Shpg. wt., each, 4 oz.





The name Ruben's and the price prove it's a bargain. Soft, fine, rayon striped cotton in pin-back style. Cellophane wrapped.

16 X 9042—Cream color.

Lengths, 10, 12, 14 and 16 inches: State length. Shpg. wt., 4 oz.

SEARS, ROEBUCK AND CO. C 145





Men who work outdoors will welcome the big Sale reduction on these big, heavy, thick-fleeced suits. One of the best values we know of in "flat-knits". More warmth than in any other cotton suit of their weight. Best made at the price. You'll like the soft, fine-gauge, heat-retaining texture and extra-thick cotton fleecing. They keep cold out; hold heat in. Sized right. Won't pull; won't bind.

16 X 6002—Silver gray.

Ribbed cuffs and anklets.

Even sizes, 36 to 46 inches chest. State size. Shpg. wt., 1 lb. 8 oz.

Soundly made and finished.

146 c SEARS-ROEBUCK

Now's the time to buy union suits. They're d-o-w-n and we've got facts and figures to prove it! That's the best of buying in a Sears Sale. You're sure of your savings—and of quality. This suit, though very low in price, is dependable quality. You'll get proof in the wear, the satisfaction it will give you. Finely-rib knit of good quality cotton. Tailored right; finished with care. Inset shoulders won't sag. Shaped neck.

16 X 5995—Cream color. Even sizes, 36 to 46 inches chest. State size. Shipping weight 1 lb. 2 oz.

We went out into the market, found this 10% wool suit at a bargain, snapped it up—and here it is! Imagine—a 10% wool suit for just a few cents more than you'd pay for cotton of the same heavy weight. Another example of Sears sale supremacy. Finely ribbed, stretchy, well made, so it fits nicely. Smooth seams and edges. Shoulder inserts.

16 X 9140—Popular tan random color. Even sizes, 36 to 46 inches chest. State size. Shipping weight, 1 lb. 4 oz.









2 Pairs, 27c

Pair, 14C

148 **SEARS** 



#### **Standard Quality** At Sale Prices MEDIUM WEIGHT

On Sale—the only Genuine Rockford socks knit in a single operation from toe to top. They're soft, and thick. Knit of 2-ply cotton; reinforced white heels and toes. White ribbed tops.

86 X 4537—Blue mixed. 86 X 4538—Brown mixed. One full size only.

Shipping weight, pair, 4 oz.; 3 pairs, 8 oz. 8c Pair..... 3 pairs..... 23c

Known as "Uncle Sam" MEDIUM HEAVY

Low price on "Uncle Sam" Rockfords! Good news, we know. Soft, thick, heavy cotton, knit without a seam. Reinforced self colored heels and toes. Self colored ribbed tops.

86 X 4539-Brown mixed. Sizes:  $9\frac{1}{2}$ , 10,  $10\frac{1}{2}$ , 11, 11½, 12. State size.

Shipping weight, pair, 3 oz.; 3 pairs, 8 oz. 1 0c Pair .... 3 pairs ... 29c



We're creating a sales sensation with this price on good looking rayon plated socks. Full knit! Full size! Cotton inner surface; reinforced heels and toes. Seamless feet. Ribbed cotton tops.

86 X 4768—As-sorted colors in patterns similar to picture. Sizes: 10,  $10\frac{1}{2}$ , 11,  $11\frac{1}{2}$  and 12. State size.

Shog. wt., pair, 2 oz.; 3 pairs, 4 oz. 9c a pair,

3 pairs..... 26c

· RIBBED TO TOE | · MERCERIZED Sturdy Cotton Double Soles

> Sears are proud focive eustomers savings as great as these . . . and we believe these prices will not be duplicated for equal quality.

#### Medium Weight

Only a Sears Sale could bring you quality like this at this price. They're good weight cotton, our own reliable quality. Made with looks and service built right into them. Ribbed to the toe, with flat knit seamless feet. Extra wear in the reinforced heels, toes.

86 X 4985—French Tan 86 X 4987—Gunmetal 86 X 4988—French Nude

86 X 4989—Champagne Sizes:  $8\frac{1}{2}$ , 9,  $9\frac{1}{2}$ , 10. State size. Shpg. wt., pair. 3 oz.; 3 pairs 8 oz. 14c pair....3 pairs...39c

#### Lustrous-Sheer

Without a doubt one of the best mercerized cotton stockings we've ever seen at this price. We got it at a bargain and that's the way we're selling it. Sheer lustrous, smooth. Seamed back for style. Full size. Reinforced heels and toes. Good quality throughout, even though low priced. 86 X 2420- Colors: French Nude, French tan, and Gunmetal.

Sizes:  $8\frac{1}{2}$ , 9,  $9\frac{1}{2}$ , 10, and 101/2. State size and color. Shpg. wt., 3 oz.; 3 pairs,

17c pair.. 3 pairs... 48c



#### Girls! Women! Children! ANKLETS ON SALE

Sale specials! Soft fine-ribbed cotton; self-color design in cuffs. Reinforced heels, toes.

86 X 4535—Blue, Red, French tan, White, Canary yellow. Sizes: 6,  $6\frac{1}{2}$ , 7,  $7\frac{1}{2}$ , 8,  $8\frac{1}{2}$ , 9,  $9\frac{1}{2}$ , and 10. State size and color. Sheg. wt., pair, 2 oz.; 3 pairs, 4 oz. 9c pair.....3 pairs....26c

Silky-looking anklets; with contrasting striped cuffs. Rayon-over-cotton. Reinforced heels, toes.

86 X 4541—Red, White, Dark green, Blue, French tan. Sizes: 6, 6½, 7, 7½ 8, 8½, 9, 9½, 10. State size and color. Shpg. wt., pair, 2 oz.; 3 pairs, 3 oz. 12c pair .... 3 pairs ... 34c







# ROYAL PURPLE Full-Fashioned Silk

"ROYAL PURPLE" is your guarantee of Quality...

> "Royal Purple" favorites, priced below anything you could hope for. The same fine stockings you've liked so well in our Big Catalog. We've marked them 'way down in our Sale. Fresh, new stock. Fashion-right shades, both dark and light. The silk, fine-gauge, high-twist, permanently dull. Picoted tops, run-stop; French heels; sandal soles. Full-fashioned. Marvels of wear and beauty at this price.

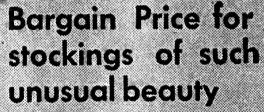
Colors: Zest (light biege); Complexion (suntan); Townwear (medium taupe); Harmony (brown); Flattery (dark taupe); Lt. Gunmetal(medium warmgray); Smoketone (warm gunmetal); Gun Gray (dark gunmetal). Sizes 81/2, 9, 91/2, 10, and 101/2. State size and color. Shpg. wt., pair, 3 oz.

#### CHIFFON

86 X 746—Misty sheer. All silk except silk-over-cotton soles, toes and heels.

#### SERVICE WEIGHT

86 X 546-Heavier silk; heavier reinforcements. Mercerized cotton soles, heels, toes, tops.



No rings or shadows in these fine stockings. They're Ringfree! Even the dark colors, so fashionable and so likely to show rings, are beautifully clear. They look far sheerer than other chiffons or service weight and give unexpected wear. You might expect such beauty at around 80c -certainly not at this price.

They're fine-gauge, full-fashioned, permanently dull. The tops picoted, with garter run-stop. French heels and sandal soles. For fashion at a very low price—choose these.

Colors: Townwear, Harmony, Flattery, Light Gunmetal, Smoketone, Off-Black. Color descriptions

at left. Sizes, 8½, 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 3 ounces.

#### CHIFFON

86 X 650-Cob web sheer. All silk except silk-over-cotton soles, heels and toes.

#### SERVICE WEIGHT

86 X 540—Heavier silk, but clear. Mercerized cotton soles, heels, toes and tops.





cerized soles and toes.

Shpg. wt., 3 oz.

and tops.

Shpg. wt., 4 oz.

SEARS-ROEBUCK C

color. Shpg. wt. pr. 4 oz.



SALE PRICE

A PAIR

3 PAIRS 39c

Dressiest, best-wearing service weight rayon stockings you can buy at this price. Most for the money! The upper heels and seamless sandal soles are rayon-over-cotton. Cotton heels, toes.

86 X 2406—Colors: Zest, Complexion, Harmony, Townwear, Flattery, Light Gunmetal, Smoketone, Gun Gray or Black. (See color description in 86 X 665 at left). Sizes, 8½, 9, 9½, and 10. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.



-Finer Gauge Rayons, Free from Rings.
-Service Weight; picot tops.

The better rayon stockings that save you money because they'wear longer. Now on Sale! Fine-gauge and dull, with French heels. Stretchy top is more comfortable. Serviceable rayon-over-cotton seamless sandal soles, with mercerized cotton heels and toes.

86 X 2401—Colors: Zest, Complexion Harmony, Townwear, Flattery, Light Gunmetal, Smoketone or Gun Gray. (See color descriptions in 86 X 665 above.) Sizes, 8½, 9, 9½, 10. State size and color. Shpg. wt., pair, 3 oz.; 2 pairs, 5 oz.

Our Lowest Price SILK STOCKING

23c

ALL PRICES FOR MAIL ORDERS ONLY Don't wonder how
we can offer pure
silk stockings at such
a low price—just be glad
we do. Only Sears can
give bargains like this. Chiffons or midweights, both of
fresh, elastic, pure silk. Their
tops are specially knit and stretch
easily for perfect fit. Picot tops
with run-stop. Graceful French heels
and sandal soles.'

Colors: Zest, Complexion, Harmony, Townwear, Flattery, Light Gunmetal, Smoketone, Gun-Gray, (See color descriptions in 86 X 665 above at left). Sizes, 8½, 9, 9½, 10. State size and color. Shpg. wt., 3 oz.

#### Chiffons 86 X 530

Sheer silk to top. Silk French heels. Silk-over-cotton seamless soles. Mercerized cotton toes, heels.

#### Midweight 86 X 521

Heavier silk, Silk over-mercerized cotton seamless soles and French heels. Mercerized heels, toes, tops.





Dull Black Rubber.
Strong Rubber Sole. Waterproof to Top.

Priced down. An all rubber arctic built for extra service. Absolutely waterproof; mud washes right off. Every worker needs this sturdy arctic.

A money-saving value.

MEN'S SIZES 5 to

13. No half sizes. State
size. Order one size larger than heavy shoes. Shpg. wt., 3 lbs. 2 oz.

76 X 9206 \$1.49



★ Heavy Insoles—Fabric Next to Your Foot.



Short Boots MEN'S SIZES 6 to 13. Shpg. wt., 5 lbs. 11 oz. 76 X 9405—Pair.... \$1.69 BOYS' SIZES 1 to 6. Shpg. wt., 76 X 9406—Pair.....\$1.69 SMALL BOYS' SIZES 11 to 13. Shpg. wt., 3 lbs. 10 oz. 76 X 9407—Pair....\$1.63 Hip Boots MEN'S SIZES 5 to 13.

Shpg. wt.. 8 lbs. 1 oz. **76 X 9458**—Pair....

**Overknee Boots** MEN'S SIZES 6 to 12. Shpg. wt., 7 lbs. 1 oz. 76 X 9456—Pair. \$2.98 BOYS' SIZES 1 to 6. Shpg. wt... 5 lbs. 11 oz. 76 X 9457—Pair. \$2.39

#### **Heavy Twill Cloth Arctics**

Order same size as shoe; one size larger than heavy work shoes.

MEN'S SIZES 6 to 13. Shpg. wt., 4 lbs. 5 oz. **76 x 9256**—Pair **\$1.69** 

#### **All Rubber Arctics**

Order same size as shoe; one size larger than heavy work shoes. MEN'S SIZES 6 to 13. Shpg: wt., 5 lbs. 4 oz.

76 X 9258—Pair \$1.69

BOYS' SIZES 1 to 6. Shpg. wt., 4 lbs. 5 oz.

76 X 9259-Pair \$1.69

Order all boots shown here same size as leather shoes. No half sizes. Wide widths. State size.



 Black Cotton Twill. Fleeced Lining.
 Rubber Sole.

Order same size as shoe, but one size larger for extra heavy shoes.

MEN'S SIZES 6 to 13.

Shpg. wt., 3 lbs. \$1.39

BOYS' SIZES 1 to 6.

BOYS' SIZES 1 to 6.

Shpg. wt. 2 lbs. 2 oz.

76 X 9215...\$1..29

SMALL BOYS'
SIZES 11 to 13. Shpg.

wt., 1 lb. 11 oz. \$1.19

WOMEN'S SIZES
2½ to 8. Shpg. wt.,
1 lb. 7 oz.
76 X 9217. \$1.19 lb. 7 oz. 76 x 9217..\$1.19



You Can't Buy Better—You'll Never Pay Less!

Every pair the finest quality your money can buy. Every pair Drastically Reduced in Price but only for the duration of this Gigantic Midwinter Sale! When the sale closes you will have to pay more again, so don't let this Bargain opportunity slip by! Remember, too, FLINT ROCK boots have no superiors. "They just don't make 'em any better." Order all rubber boots same size as your leather shoe. State size.

#### SHORT BOOTS

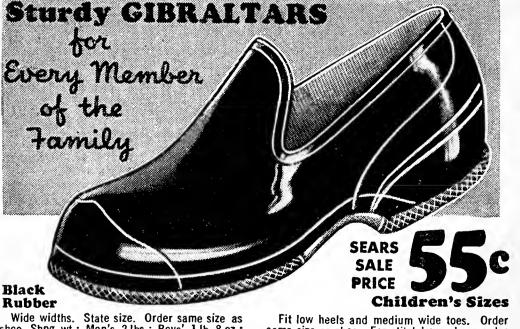
MEN'S SIZES 5 to 13. No half sizes. Shpg. wt., 6 lbs. 2 oz. 76 X 9402—Pair....\$2.19

BOYS' SIZES 3 to 6. No half sizes. Shpg. wt., 5 lbs. 1 oz. 76 X 9403—Pair....\$1.98

HIP BOOTS

MEN'S SIZES 5 to 13. No half sizes. Shpg. wt., 7 lbs. 12 oz.
76 X 9452—Pair.....\$3.69
OVERKNEE BOOTS

MEN'S SIZES 6 to 12. No half sizes. Shpg. wt., 7 lbs. 5 oz. 76 X 9470—Pair.....\$3.39

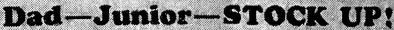


same size as shoe. For stitchdown shoes order one-half size larger.

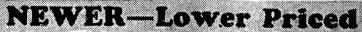
Shipping weight, 12 ounces. 55C

76 X 9118\$1.19 Sears











**154**<sub>3</sub> SEARS, ROEBUCK AND CO.





15 X 3758—Red 15 X 3759—Blue

15 X 3760—Black

lon-cracking leath er-like fabric.

chrome leather

Comfort on sale at

WOMEN'S SIZES 3

15 X 3769—Red 15 X 3770—Blue 15 X 3771—Black

Pair.....35c

Feb. 28, 1935

<sub>2</sub>155

**SEARS** 

soles.



Sears SALE PRICE WORTH

-Soft, glossy, black patent leather uppers -Long wearing rubber soles won't mark floors.

-Serviceable, live, springy rubber heels.

This shiny party slipper brings you savings! GIRLS' AND SMALL GIRLS' SIZES 81/2 to 2. Wide widths. State Size. Shog. wt., 1 lb. 6 oz. 95c 15 X 1737—Pair....

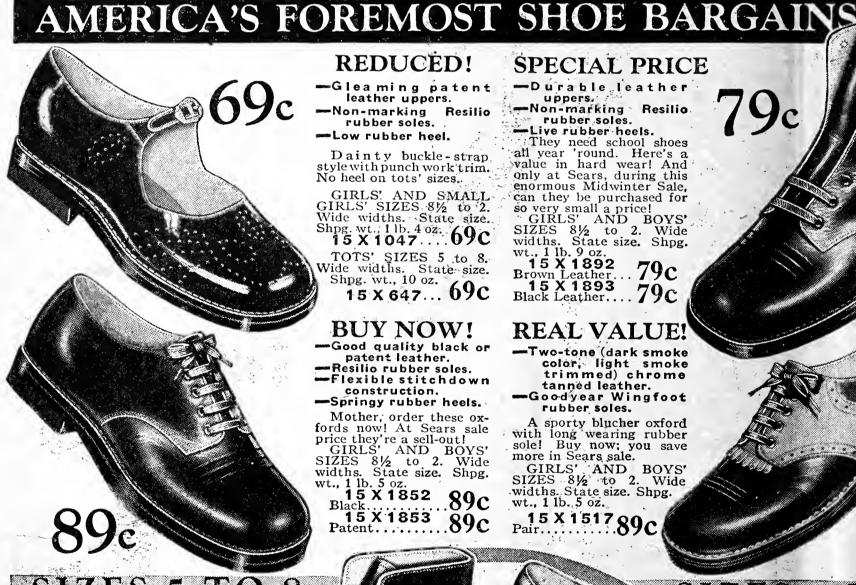
\$ 25

BRAND NEW for This Sale

-Fine quality leather sole, rubber heel. -Flexible stitchdown construction.

Special Savings on this new play oxford!
GIRLS' AND SMALL GIRLS' SIZES 81/2 to 2. Wide widths. State size. Shpg. wt., 1 lb. 3 oz.

15 X 1062—Black Leather 5 X 1063—Black Patent Leather.... \$1.00



REDUCED!

-Gleaming patent leather uppers.

-Non-marking Resilio rubber soles.

-Low rubber heel.

Dainty buckle-strap. style with punch work trim. No heel on tots' sizes.

GIRLS' AND SMALL GIRLS' SIZES 8½ to 2. Wide widths. State size. Shpg. wt. 1 lb. 4 oz. 69c

TOTS' SIZES 5 to 8. Wide widths. State size. Shpg. wt., 10 oz.

15 x 647... 69c

**BUY NOW!** 

Good quality black or patent leather. Resilio rubber soles.

Flexible stitchdown construction. Springy rubber heels.

Mother, order these oxfords now! At Sears sale price they're a sell-out! GIRLS' AND BOYS' SIZES 8/2 to 2. Wide widths State airs Share are Share size Shar widths. State size. Shpg. wt., 1 lb. 5 oz. 15 X 1852

15 X 1852 89 C 15 X 1853 89 C atent 89 C

SPECIAL PRICE

-Durable leather uppers. Non-marking Resilio

rubber soles.

Live rubber heels.

They need school shoes all year 'round. Here's a value in hard wear! And only at Sears, during this enormous Midwinter Sale, con they be purchased for

enormous Midwinter Sale, can they be purchased for so very small a price!
GIRLS' AND BOYS' SIZES 8½ to 2. Wide widths. State size. Shpg. wt., 1 lb. 9 oz.
15 X 1892
Brown Leather... 79C
15 X 1893
Black Leather... 79C

REAL VALUE!

Two-tone (dark smoke color, light smoke trimmed) chrome tanned leather. Goodyear Wingfoot

rubber soles.

A sporty blucher oxford with long wearing rubber sole! Buy now; you save more in Sears sale.

GIRLS' AND BOYS' SIZES 8½ to 2. Wide widths State size. Shpg. wt., 1 lb., 5 oz.

15 X 151789C

Sale Closes

Feb. 28, 1935



SIZES 5 TO

Worth More Money

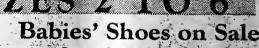
Good quality leather. Flexible stitchdown Resilio rubber soles.

Four shoe bargains to build healthy feet! They're broad-toed . . . no cramp-ing. Flexible rubber soles. The oxford is in black or shiny patent leather. The high shoe is brown or

15 X 892
Brown Shoe....
15 X 893
Black Shoe.... 79c 79c

156

**SEARS** 



Smooth soft patent leather Sturdy leather soles. Stitchdown flexibility.

Smoke color tongue BABIES' SIZES 2 to 6. Wide widths. State size. Shipping weight, 7 ounces. 15 X 511—Pair. ... 75C

#### Top Values -Low Prices

Flexible leather soles. Foot form bluchers.

Specially Reduced for Greater Savings!
BABIES' SIZES 2 to 6.
Wide widths. State size.
Shipping weight, 7 ounces.

15 X 477—Tan. 15 X 478—Black. Pair 15 X 492—Smoke. 75C



A new Eyelet Tie arrives just in time for spring! Fancy perforations make it smarter . . . smooth fine elk grained leather wears longer. Durable leather sole. 1%-inch military heel. Buy your dress-up shoes . . . your everyday shoes at Sears Sale ... that's the way to save money!

WOMEN'S SIZES 31/2 to 8. Medium wide widths. State size. Shipping weight, 1 pound, 1 ounce.

15 X 2943—White 15 X 2944—Black.....

LOW

PRICES

FOR MAIL

ORDERS ONLY

Pair \$1.29



Sale Priced Now

Are you looking for a pretty shoe? There's one on sale at Sears right now ...a smart-looking Colonial pump that will look well with your new spring clothes. Sleek black kid-a step-in model that does not gape and is easy to put on. 2-inch covered military heel. Flexible leather sole that wears well.

WOMEN'S SIZES 31/2 to 8. 'Medium wide widths. State size. Shipping weight, 1 pound 2 ounces.

15 X 2930—Pair.....

Was \$259

#### Here's Fashion's Favorite Style

Listed in the fall catalog at a higher price . . . and one of our best sellers! Now...this graceful kid shoe costs you less... and offers just as much enjoyment as ever! Comfortable for walking...cut high enough to give you good ankle support. Cleverly designed to make your foot look smaller. Black or brown kid to match your street ensemble. Graceful 2-inch covered military heel. Leather sole.
WOMEN'S SIZES 3½ to 8. Medium wide widths. State
size. Shipping weight, 1 pound 2 ounces.

15 X 2928—Brown Kid Leather.

15 X 2921—Black Kid Leather ........ Pair, \$1.98

#### Swagger Sandal

We bring you the most modern sandal of the year! T-strap . . . swagger style with Kiltie fringing, airy cutouts and perforations. Don't be without it at this low price! Smooth elk grained leather. 1%-inch military heel. Leather sole.

WOMEN'S SIZES 31/2 to 8. Medium wide widths. State size. weight, 1 pound 1 ounce. Shipping

15 X 2963—White 15 X 2964—Black...

Worth



Everybody's wearing the new low heeled slippers! Youthful style with rounded toes and one-buckle strap. Smooth, shiny patent leather or white calf grain leather. Comfortable as can be . . . very debonair with your new spring clothes . . . and costing far less at Sears sale! 11/4-inch heel. Rubber top lift. Long wearing Resilio rubber soles.

YOUNG WOMEN'S SIZES 21/2 to 8. Wide widths. State size. weight, 1 pound 10 ounces.

15 X 2537—Patent 15 X 2536—White. Pair \$1.29

> 157 SEARS



#### New Style—Sears Sale Price

Smooth black or white calf-grained leather or sleek black patent leather. Embossed leather tongue, fringed in the Kiltie

patent leather. Embossed leather tongue, tringed in the Khue manner. 1½-inch heel; rubber top lift.

WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 pound 8 ounces.

15 X 2957—Black Leather. Rubber Sole.

15 X 2958—Patent Leather. Rubber Sole.

15 X 2969—White Leather. Rubber Sole.

15 X 3036—Black Leather. Leather Sole.

15 X 3037—Patent Leather. Leather Sole.

15 X 3037—Patent Leather. Leather Sole.

15 X 3037—White Leather. Leather Sole.

15 X 3035—White Leather. Leather Sole. 15 X 3035-White Leather. Leather Sole: .



#### Youthful Slipper on Sale

Make every penny count—buy your New Shoes at Sears! Get more quality—better shoes for your money! For example: a trim one-strap slipper like this. The patent leather is soft and smooth. The style is new -round toes and low 1 1/2-inch heels—the youthful air of your first party slippers! Gray lizard-effect leather trim. Long wearing Resilio rubber or leather soles.

WOMEN'S SIZES 2½ to 8. Medium wide widths. State size. Shipping weight, 1 lb. 6 oz.



#### Latest New York Model

A new ghillie is here—a lighter sprightlier shoe for spring days! Fifth Avenue designed it. The New Ghillie is daintier dressier! You can wear it with smart suits or afternoon clothes. Gay brass rings serve as eyelets. Newest crushed leather combined with smooth leather trim. Pinked edges—perforations! 1 %-inch military heel and a flexible leather sole.

WOMEN'S SIZES 31/2 to 8. Medium wide widths. State size. Shipping weight, 1 pound 1 ounce.



Everybody loves this novel oxford. It costs you less this season because we bought so many pairs! Smooth black or brown leather with rough grained shawl tongue. Durable rubber sole. 11/4-inch walking

158





this handsome oxfordsmooth black or brown leather with contrasting rough leather tongue. Fringed effect. Sturdy rubber soles. 1½-inch walking heels. Rubber lifts.

WOMEN'S SIZES 21/2 to 8. Medium wide widths. State size. Shpg. wt., 1 lb. 8 oz.

15 X 2953—Brown 15 X 2954—Black

Pair.....\$1.59

calfgrain with per-forations. 11/2-inch walking heel. Rubber

top lift.
WOMEN'S SIZES
2½ to 8. Medium
wide widths. State
size. Shpg. wt., 1 lb. 8 oz.

Resilio Rubber Sole

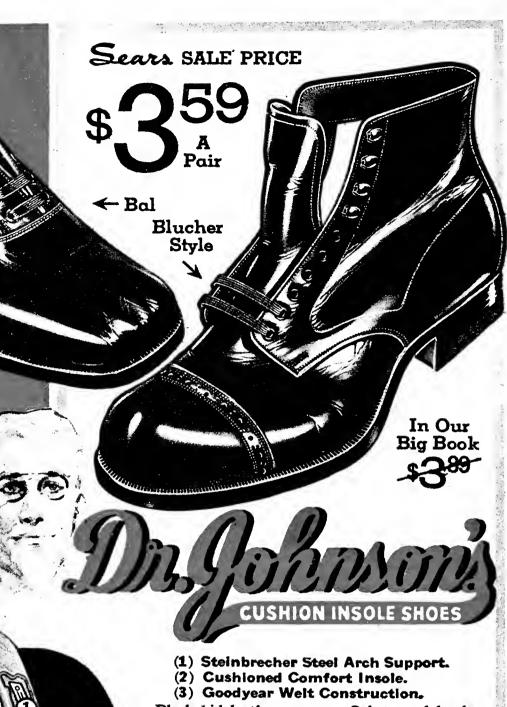
Leather Sole

Your Choice



SEARS, ROEBUCK AND CO.

159



Black kid leather uppers. Oak-tanned leather sole. Goodyear Wingfoot rubber heel.

Built extra wide (EEE) width for comfort, and available in extra large sizes. A dependable comfort shoe now priced amazingly low!

MEN'S SIZES 6 to 11; also 12, 13, 14, 15 and 16. State size. Shpg. wt., 2 lbs. 8 oz.

67 X 4150—Bal Style......\$3.59 MEN'S SIZES 6 to 11; also 12 and 13. State

size. Shpg. wt., 2 lbs. 9 oz. 67 X 4162—Blucher Style......\$3.59 Sears SALE PRICE In Our Big Book

## IGAROO

.. and that's THE BEST



- Smooth, Black Kangaroo Uppers.
- Finest Quality Leather Soles.
- Goodyear Wingfoot Rubber Heel.
- Buffed Grain Leather Insole.
- Genuine Goodyear Weit.

If you've never worn Kangaroo, you don't know how soft and durable a real leather can be. 17% stronger than any other leather. Styled along comfortable lines and built to stand by you. Now's a good time to buy these fine-grained kangaroo shoes or oxfords, at Sears thrilling low sale price!

MEN'S SIZES 5 to 11; also 12. Wide (D) width. State size.

67 X 4220—Blucher Shoe. Shpg. wt., 2 lbs. 7 oz...... 67 X 4486—Bal Oxford. Shpg. wt., 2 lbs. 7 oz.....

SALE CLOSES FEB. 28th

# SALE PRICE A Pair

In Our Big Book

Fine appearance plus unusual comfort. Your opportunity to buy at a big saving. Grain leather insole. Goodyear Welt construction.

MEN'S SIZES 5 to 11. Wide (D) width. State size. Shpg. wt., 2 lbs. 5 oz.

67 X 4483—Pr....\$2.79

Guaranteed ALL Quality

- Fine Black Calfskin Uppers.
- Oak-tanned Leather Soles.
- Leather Lined Quarters.
- Goodyear Wingfoot Heels. નામાર ત્વાપર ત્વાપર ત્વાપર ત્વાપર તાપર તાપર તાપર તાપર તાપ

In Our Big Book

Every bit as good as it looks. A masterful copy of an expensive, French-toe, bench-made model. Yours in Sears famous Gold Bond quality for a startling low price! Grain leather insole. Goodyear Welt.

MEN'S SIZES 5 to 11. Wide (D) width. State size. Shpg. wt., 2 lbs. 8 oz.

67 X 4440—Pair.....\$2.79

160 **SEARS** 





Smooth and Flexible Insoles.

 First Quality, Rigid Counter. Resillent, Tough Rubber Heel.

ingly low figure!

Bal. 2 lbs. 7 oz.

67 X 4328 Blucher.... \$1.75

State size.

You'll never find a more dependable oxford than this one! Genuine Goodyear Welt construc-

tion. Now-during this sale offered at a surpris-

MEN'S SIZES 6 to 11. Wide (D) width. tate size. Shpg. wt., Blucher, 2 lbs. 5 oz.;

67 X 4301 \$1.75

. \$1.98

Seara SALE PRICE BIGGEST BARGAIN EVER! Oxford Bargain

Long Wearing, Black Split Leather Uppers.
Durable, Flexible, Dress-Weight "Compo" Sole.

• Drill-lined Vamp. Durable and Flexible Insole. Extra Tough and Resilient Rubber Heel.

A Sears special bargain leader 'til Feb. 28th only! MEN'S SIZES 6 to 11. Wide (D) width. State size. Shipping weight, 3 pounds 2 ounces. 67 X 4342—Pair......\$1.39

Blucher Style Bal Style

#### NO-MARK COMPO SOLES

- Chrome-tanned, Black Side Leather Uppers.
- Genuine "Non-marking Compo" Sole.
- "Compo" Midsole. Grain Leather Insole.
- Tough Rubber Heel. Drill-lined Vamp.

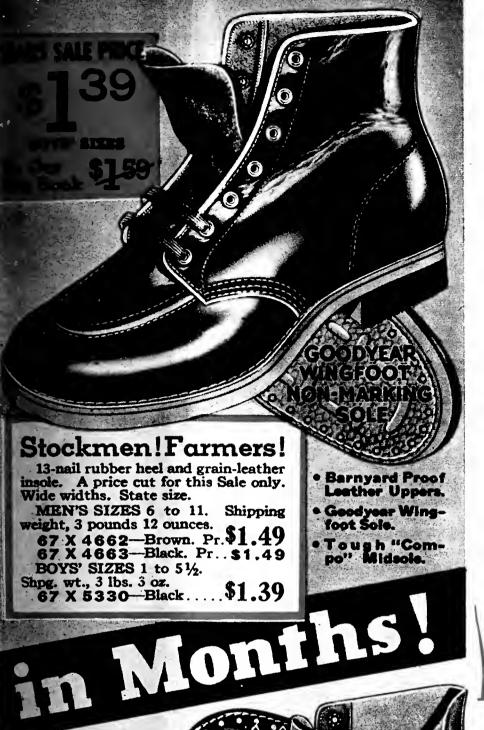
A lot of style and sturdy durability at a big saving. Blucher or bal stee. Either one is popular. Order now! MEN'S SIZES 6 to 11. Wide (D) width. State size. Shipping weight, 3 pounds 1 ounce.

67 X 4311 \$1.59 67 X 4312 Blucher ..... \$1.59

SEARS, ROEBUCK AND CO.

161





#### BOYS'

Natural (Tan) Spilt Leather Uppers. Full "Compo" Mid-

sole with Extra Heavy Tap "Com-po" Outsole.

Smooth Leather Insole. First Quality, Extra Strong Counter.

Steel Rimmed Leather Heel. Vamp Triple-stitched

and Riveted. Comfortable, yet built to take all the punishment an active, healthy on can inflict. Reduced

From \$1.59.

BOYS' SIZES 21/2 to 11/2. Wide widths. State lize. Shipping weight, pounds 1 ounce.

67 X 5320 \$1.49

#### "Buddy Boy"

Biack, Eik-grained

Leather Uppers. Compo" Sole.

Tough, Resilient Rubber Heels.

Moisture-resisting Caulk Weit.

Popular 12-inch favorte for wear, comfort and good looks. Contrasting an strap and buckle at op. Bargain! Your boy an't help but go for hese . . Another Sears [riumph! BOYS' SIZES 1 to 51/2.

Wide widths. State size. shpg. wt., 3 lbs. 3 oz.

67 X 5606 \$1.98



SEARS SALE PRICE Big Book

#### Double Soles

• Sturdy Barnyardresisting Brown Leather Uppers.

 Two Long Wearing First Quality Oaktanned Leather Soles.

Grain Leather insole.

This great, 16-inch hitop has a stout leather back stay clear to the top; a heavy, 13-nail rub-ber heel and a good, first quality strong counter. A comfortable "hiker" and a bear for service. Exceptional value!

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shipping State size. Ship weight, 4 lbs. 11 oz.

67 X 4926 \$2.98





MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 1 lb. 14 oz.

67 X 3946 Pair...\$1.69

#### SOFT

- Stitchdown Construction.
- Grain Leather Outsole, Leather Midsole.
- Full Leather Lined.
- Live Elastic Side Gore. Rubber Heei.

MEN'S SIZES 6 to 11; also 12. Wide widths. State size. Shpg. wt., 1 lb. 12 oz.

67 X 3933 Pair....\$1.29





- It's A HUSKY! • Smooth Black Split Leather Uppers.
- Extra Durable "Compo" Outsole.
- Flexible Insole. Drill-lined Vamp.
- Rugged, Durable Rubber Heel.

For this good quality, Sears sale price is remarkably low. Worth a great deal more!

BOYS' SIZES 1 to 5½. State size. Wide

(D) Width. Shpg. wt., 2 lbs. 3 oz.

67 X 5120—Pair. \$1.39



#### Priced for Action!

- Flexible Stitchdown Construction.
- Black Elk-grained Cowhide Uppers. Non-Marking Goodyear Wingfoot Soles.
- Extra Tough and Live Rubber Heels. BOYS' SIZES 10½ to 2. Wide (D) width. State size. Shipping weights: Oxfords, 1 pound 2 ounces;
- Shoes, 1 pound 5 ounces.
  67 X 5852—Oxford, Pair.....\$1.00
  67 X 5851—Shoe, Pair......1.00

164 SEARS, ROEBUCK

- Selected Black CALFSKIN Leather Uppers.
- Sturdy Steinbrecher Steel Arch Support Built-in.
- Two Extra Heavy, Tough Oak Tanned Bend Leather Outsoles.
- One-Piece Grain Leather Inside Back Stay and Counter Pocket.
- Ventilated, Comfortable Grain Leather Insole. Nationally Famous "Wear-
- proof" Lining.
- Extra tough 13-Nail CIVIL SERVICE rubber heel. • Genuine Goodyear Welt.
  • Leather, Caulk Welt.

Our finest Police shoe-better built throughout; dressier looking, and takes a more brilliant polish. Special price!

MEN'S SIZES 5 to 11; also 12. Wide (D) width. State size. Shpg. wt., 3 lbs. 3 oz.

67 X 4001

#### Our Finest POLICE SHOE

 Chrome Tanned Tough, Black Side Leather Uppers.

Reinforced, Added Comfort Steel Arch Support.

 Oak Tanned Bend Leather Outsole, Leather Midsole.

Leather Inside Backstay and Leather Counter Pocket.

Ventilated Grain Leather In-sole. "Wearproof" Lining.

• 13-nail Rubber Heel.

Goodyear Welt Construction.

• Genuine Leather Caulk Weit.

A wonder for the amazing amount of durability, fine appearance and comfort this price gives! MEN'S SIZES 6 to 11; also 12. Wide (D) width. State size. Shpg. wt., 3 lbs. 5 oz.

67 X 4004—Pair... \$2.59

#### Our Famous OFFI CLAU

- Sturdy Black Side Leather Uppers.
- Steel Arch Support. Heavy "Compo" Outsole, Durable Leather Midsole.
- Durable Grain Leather Insole.
- Full Drill Lining Extra Tough 13-Nall Rubber Heel.
- Goodyear Sewed Construction. Leather Welt.

THIS IF YOU CAN-A service shoe at this rock-bottom small sale price. Who, but Sears, could offer this value.

MEN'S SIZES 6 to 11; also 12. Wide (D) width. State size. Shpg. wt., 3 lbs. 7 oz. 67 X 4006 \$1.69

Low Priced POLICE SHOE











94X7250 ACK and WHITE

**BIG WOOL and SILK TWEED SEASON** 

36-Inch...Big Bargain

54-Inch Was

-About half wool, balance silk noile (lusterless silk).

Always great news in Sears low sale prices. And just the colors most in demand for dresses, skirt-and-suit styles. State color. Shpg. wt., yard, 9 oz.

SNOWFLAKE PATTERN

Colors listed above. 94X7137-A Yd.

CHECK PATTERN Colors above at right. 94X7237-A Yd.

-About half wool, balance silk noile (lusterless silk).

Look at this price twice. That's why Sears tweeds are, "talk of the town." No other patterns quite so smart, no sale saving quite so satisfactory. State color. Shpg. wt., yd., 1 lb.

SNOWFLAKE PATTERN

Colors above at left. 94X7150-A Yd.

**CHECK PATTERN** 

Colors listed above. 94X7250-AYd.



#### These Contribute to Your Savings

Every Thread Fine Wool

Firmly knit to prevent sagging. Dress and suit weight. New wanted colors will score a success at this reduced price. 1-BLACK 35-PENCIL RED

2-SHERRY BROWN 15-NAVY BLUE

44-TAN

55-SCOTTY GREEN

64-NATIONAL BLUE 71-MING GREEN

29-CABALLERO RUST 78-LEAF RUST BROWN State color. Shpg. wt., yd., 10 oz. 76c 94 X 7799—A Yard.......76c -Variegated nubs

All cotton, new, smart, practical. Sears low price will make it immensely popular. Washable, if washed carefully in lukewarm water and white soap. Good dress and suit weight. COLORS: Tan with black; Tan with brown; Tan with Green; Tan with Navy blue; or Tan with red. State color. Shpg. wt., per yard, 9 oz.

94 X 7515-AYard. 39C

#### **News!** Savings on Six Great Values

All America awaits sale news from the World's largest yard goods department. For it's a real sale, a Sears sale that saves money on fabrics you're really interested in. Not odd lot fabrics at reduced prices, but wanted, new style fabrics... flannels and crepes. The qualities, widths, weights, colors shown in big stores. Great to buy them at Sears down-to-scratch mail order prices.

#### **FLANNELS**

54-Inch Flannel ALL WOOL. Colors below. State color. Shpg. wt., per yd, 10 oz. 94 X 7298 A Yard. \$109

54-Inch Flannel Half Wool. Half Cotton. Colors below. State color. Snpg. wt., per yd., 10 oz. 94 X 7141 A Yard.....

36-Inch Flannel Half Wool, Half Cotton. Colors below. State color. Shpg. wt., per yd., 8 oz. 94 X 7548 A Yard.....

#### CREPES

54-Inch 'Crepe ALL WOOL. Colors below. State color. Shpg. wt., per yard, 9 oz. 94 X 7299 A Yard....

54-Inch Crepe About 35ths Wool, Balance Cotton. Colors below. State color. Shpg. wt., per yd., 10 oz. 94 X 7599—A Yard 79c

36-Inch Crepe About %ths Wool, Balance Cotton. Colors below. State color. Shpg. wt., per yd., 10 oz. 94 X 7749—A Yard 49c

#### COLORS

2-Sherry brown 15-Navy blue 19-Bluchine

21—Tokay wine 29—Caballero rust 35—Pencil red 44—Tan

55-Scotty green 64-National blue 71-Ming green 78-Leaf rust brown

c165



94X8867
BLACK
SHERRY BROWN
NAVY BLUE
BLUCHINA
TOKAY WINE
WHITE
PENCIL RED
OLYMPK BLUE
SHADOBEIGE
SCOTTY GREEN
WINTER GRAY

WINTER GRAY

LACK EGSHELL BABY BLUE

WILD ROSE NAVY BLUE NILE GREEN

PINK BLUCHINA SHELL PINK WHITE

77-WINTER GRAY

WHITE
JADE GREEN
PENCIL RED
OLYMPIC BLUE
SHADOBEIGE

MAIZE

PEPPERELL RAYON AND TWIN CORD CREPE **News! Better Fabric** Lower Price

-Finest Rayon Combed Cotton and -Width, 35 In. -Washable

Big improvement in quality—now fine combed cotton and closer yarn construction at a new bigger saving. Colors listed at left. State color. Shpg. wt., per yard, 5 oz.

94 X 8410-A Yard....25C

#### **RAYON and COTTON NU-RUFF CREPE**

Pass the Word! Former 44<sup>¢</sup> Quality

-Rough, deeply creped -Width, 35 In. ---Washable

First washing would tell the difference between Sears and cheaper cloths around this price. Ours is finely woven, and given extra shrinkage in finishing. Colors listed at left. State color. Shipping weight, per yard, 7 oz.

94 X 8867—A Yard....33C

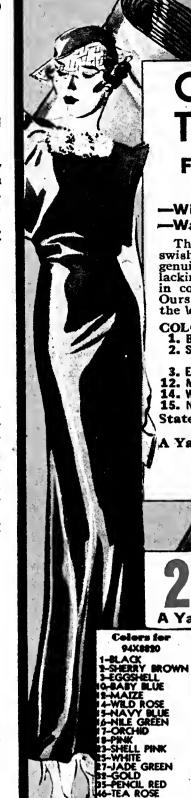


Right You Are! Our 26 Quality

-Smooth, just enough luster -Width, 35 in. -Washable

New saving on a fabric already famous as a money saver. Will help you turn out a thrifty wardrobe from dress to undies. Colors listed at left. State color. Shipping weight, per yard, 4 oz.

94 X 8699—A Yard....19C



CELANESE TAFFETA

Full 200x64 Count Superior to Most

-Will not crack. -Washable -Width, 39 In.

The remarkably fine quality, swishy softness and beauty of this genuine Celanese Taffeta is totally lacking in cheaper taffetas offered in competition around this price. Ours is finer better wearing despite the low price.

16. NILE GREEN 18. PINK 1. BLACK 2. SHERRY BROWN 3. EGGSHELL 12. MAIZE 14. WILD ROSE 15. NAVY BLUE

COLORS:

94X8820

21. TOKAY WINE 25. WHITE 35. PENCIL RED 37. OLYMPIC BLUE 55. SCOTTY GREEN 98. TURQUOISE

Qc Yard 726

State color. Shpg. wt., yd., 7 oz 94 X 8790 59C A Yard.

"Tested Quality" Rayon TAFFETA

A Quality Story With Saving Colors for -Will Not Crack

-Washable
-Width, 39 Inches
72x52 Thread count. All
taffetas we know of near this price are cheaper 72x48 quality. Now woven of Viscose Crown Rayon. Possessed of unusual beauty, wearing and washing qualities for slips, undies, kiddies' dresses; bedspreads, drapes. Colors listed at left. State color. Shpg. wt. yd. 4 oz. 21 C 94x8820—A Yd. 21 C

"Tested Quality"

RAYON SATIN This News Stands Repeating 55c Quality Unchanged

-Right luster Panne Satin

-Washable -Width, 39 Inches

Viscose Crown Rayon. Merits "Tested Quality" label, for durability, washability, fine appearance. Marvelous! Sears low price on this superior quality. Heavy firm weave. Preferred fashion for dresses, pajamas, nightgowns, bed-

spreads and drapes.
COLORS: 15. NAVY BLUE 25
1. BLACK 16. NILE GREEN 32
3. EGGSHELL 17. ORCHID 38
12. MAIZE 18. PINK 98
14. WILD ROSE 19. BLUCHINA
State color. Shpg. wt., per yd., 7 oz.
94 X 8567—A Yard.....

ALL RAYON SUNNY SATIN

A Yard

Sears Good-320 88x44 Thread Quality

-Twilled Satiny Fabrio -Washable —Width, 39 Inches

Every cloth we know near our price is cheaper, 80x40 quality. Used for slips, spreads, drapes. 1. BLACK
3. EGGSHELL
17. ORCHID
12. MAIZE
14. WILD ROSE
15. NAVY BLUE
15. WHITE
27. JADE GREEN
27. JADE GREEN
32. GOLD
32. GOLD
32. GOLD
32. GOLD
46. TEA ROSE
46. NATIONAL BLUE

State color. Shpg. wt., per yard, 5 oz. 94 X 8966—A Yard....

25. WHITE 32. GOLD 38. PEACH 98. TURQUOISE

Flash! Another **Quality Improved** and Price Cut THRIFT RAYON -Width, 36 Inches Now full 36 in. wide. Better yarn construction; better finishing and shrinkage treatment. Improved ap-pearance, wearability, washability. COLORS 29. CABALLERO 1. BLACK 2. SHERRY BROWN
3. EGGSHELL
15. NAVY BLUE
18. PINK
19. BLUCHINA RUST
35. PENCIL RED
37. OLYMPIC BLUE
46. TEA ROSE
55. SCOTTY GREEN
64. NATIONAL BLUE
71. MING GREEN
77. WINTER GRAY 21. TOKAY WINE 23. SHELL PINK 25. WHITE State color. Shpg. wt., yd. 7 oz. 340 94 X 8633—A Yard...340







SEARS-ROEBUCK © 167





High value point of our sweeping great Sale. Good quality weighted silk. Famous Durhone quality, worthwhile Sears saving. New colors men-tioned for spring. Buy now!

COLORS: 1-Black 2-Sherry brown 29—Caballero rust 35—Pencil red 41—Shadobeige

15-Navy blue 19-Bluchina 21-Tokay wine

25-White

55-Scotty green 71 Ming green 77-Winter gray

78—Leaf rust brown

State color. Shpg. wt., yd., 8 oz. 94 X 6446—A Yard......72c



-Slightly rough texture

-Weighted silk -Width, 38 inches Sears reduced Sale price, all the new Spring colors. That's America's formula for successful home sewing. Smartly textured weighted silk.

COLORS:

1-Black 2-Sherry brown 15-Navy blue

29—Caballero rust 35-Pencil red 55-Scotty green

21-Tokay wine 25-White

71-Ming green 78 Leaf rust brown

State color. Shpg. wt., yard, 8 oz. 94 X 6518-A Yard.....52c



Pattern Sizes 14 to 20 yrs. 34 to 42 in. bust. State size. Shpg. wt., each, 2 oz. 39 X 2027 15C

SEARS SALE PRICE

60 Days Only

Ramona SILK SATIN CRE Satins Welcome Spring in these New Colors

-High Luster Face -Crepey Back -Width, 38 Inches

Satin side out, dull side for trimming; biggest style interest in midwinter to spring dresses. Good quality weighted silk. Famous Ramona quality, Sears Sale priced.

COLORS:

1—Black
2—Sherry brown
3—Eggshell
15—Navy blue
18—Pink
19—Bluchina
21—Tokay wine

23—Shell pink
25—White
29—Caballero rust
35—Pencil red
55—Scotty green
64—National blue 72-Ming gold

State color. Shpg. wt., yd., 7 oz. 94 X 6021-A Yard......72c

52c A. SILK SATIN CREPE

Usual Price 896

-Satin face, crepey back -Weighted silk -Width, 38 inches Gleaming satin, in the new spring colors at lowest price anywhere. High luster, weighted silk.

COLORS:

1-Black 2-Sherry brown

21—Tokay wine 23—Shell pink 25-White

3—Eggshell 15-Navy blue 18-Pink

55-Scotty green 64-National blue

19-Bluchina 72-Ming gold State color. Shpg. wt., yard, 7 oz. 94 X 6729—A Yard......52c

-A Yard.49c

OFFICE PARKAGES PROPERTY



**168** c



94 X 6439-







### Be the Jalk of America

Descriptions and prices of rugs shown on opposite page. We invite Price Comparisons! We want you to satisfy yourself.

Fastest Selling Axminster Rug							
All wool pile. • Private pattern. • Seamless.							
9x12 ft. size was \$26.25 in our Fall General Catalog, now on Sale only \$22.45.							
Size, About Shog, Wt., About							
37 XM 8150 9 x12 ft34 lbs\$22.45							
37 X 8152-6 x 9 ft18 lbs. Mailable 12.95							
37 XM 8155— 81/4 x101/2 ft. 26 lbs. 20.95							
37 XM 8156—11 4 x12 ft. 41 lbs. 29.95 37 X 4292—27 x52 in. 3 lbs. 8 oz. Mailable 2.10							
37. X 4292—27 x52 in3 lbs. 8 oz.Mailable 2.10							
Oriental Design—Fringed							
B • Seamless Velvet. • All?wool pile. • Permanent highlights. 9x12 ft, size is a regular \$22.50 value.							

regular \$22.50 value.
Size, About Shpg. Wt., About

37 XM 6870—9 x12 ft.\_\_36 lbs.\_\_\_\_\$19.95

37 X 6872—6 x 9 ft.\_\_19 lbs. Mailable

37 XM 6874—7½ x 9 ft.\_\_24 lbs.\_\_\_\_11.75

37 XM 6875—8¼ x10½ ft.\_\_29 lbs.\_\_\_\_\_17.95 Like Buying Wholesale

Chinese Design Seamless Axminster. 9x12 ft. size was \$24.95. Good all wool face. 9x12 ft. size was \$24.95. Good all wool face. Size, About Shpg. Wt., About 37 XM 8250— 9 x12 ft. 33 lbs. \$19.95 37 X 8252— 6 x 9 ft. 19 lbs. Mailable 11.95 37 XM 8254— 7½x 9 ft. 21 lbs. 14.95 37 XM 8255— 8½ x10½ ft. 26 lbs. 18.50 37 XM 8256—11½ x12 ft. 41 lbs. 28.25 37 X 4297—27 x52 in. 3 lbs. 8 oz. Mailable 1.89

Economy for Any Home! Reduced from \$5.95-9x12 ft. Standard quality • Durable Felt Back.

Thick enamel surface—easy to clean.

Size Shpg. Wt., About

37 XM 2270—9x12 ft. 43 lbs. \$4.59

37 X 2272—6 x 9 ft. 23 lbs. Mailable 2.29

37 XM 2274—7½x 9 ft. 28 lbs. 2.85

37 XM 2275—9 x10½ ft. 38 lbs. 3.98

Pretty Tile at Close-out Prices

• Reduced from \$6.85-9x12 ft. NOW \$4.98
• Quality • Economy • Durability.

Standard weight Felt Base Rug. Easy-toclean enamel surface. State Pattern E or M.

Size Shpg. Wt., About

37 XM 2810—9 x12 ft. 38 lbs. \$4.98

37 X 2812—6 x 9 ft. 20 lbs. Mailable 2.49

37 XM 2814—7½x 9 ft. 25 lbs. 3.15

37 XM 2813—9 x 9 ft. 29 lbs. 3.75

37 XM 2815—9 x10½ ft. 31 lbs. 4.39

37 XM 2819—9 x15 ft. 42 lbs. 6.25

A Beauty for the Large Room

Once in a Lifetime Savings • Was \$19.50-Reduced to \$14.95-9x12 Ft.
• Seamless Velvet. • All wool face.
Stunning Oriental pattern. Buy at Sears,
increased savings. 27x52 in. size mailable.

Size, About Shpg. Wt.

37 XM 6590— 9 x12 ft. About 27 lbs. \$14.95

37 XM 6595— 8¼x10½ ft. About 23 lbs. 13.85

37 XM 6596—11¼x12 ft. About 36 lbs. 22.25

37 X 4338—27 x52 in. About 3 lbs. 1.49

Top in Service—Bottom in Price \*\*Sea mless Tapestry Brussels. Chinese design, exclusive at Sears. Worsted wool looped weave. Fall General Catalog price was \$17.75—9x12 ft. 27x52 in. size mailable.

Size, About Shpg. Wt.

37 XM \$260— 9 x12 ft. About 23 lbs. \$11.95

37 XM \$265— 8 \( \frac{4}{3} \tau 10 \) 2 ft. About 19 lbs. 10.95

37 XM \$266—11 \( \frac{4}{3} \tau 12 \) ft. About 31 lbs. 17.50

37 X 4242—27 x52 in. About 2 lbs. 8 oz. 1.19

Sears Exclusive Pattern • \$27.75 Value. To save you dollars here.
• Seamless Axminster.
• Fringed. All wool pile.

The highlighted beauty is woven in. Size about 9x12 ft., shpg. wt., abt., 33 lbs.

37 XM 7910 \$23.50

Big Bargain for This Sale!
• Was \$34.25—9x12 Ft., in our Fall

Catalog. • Seamless Axminster.

Close-thick weave • All wool pile • Fringed.
Chinese floral design. 27x54 in. size mailable.
Size, About Shpg. Wt.
37 XM 8020—9 x12 ft. About 37 lbs. \$29.95
37 XM 8025—8/4 x10½ ft. About 29 lbs. 27.95
37 X 4636—27 x54 in. About 4 lbs. 3.10

Felt Base for Any Size Room • Guaranteed Standard quality • Note convenient sizes already cut to bring you extra savings. Up to 12 ft. of 6 ft. and 6 ft. of 9 ft. widths mailable.

Illustrated 1/5 th actual size. Shpg. Wt., About Foot 37 XM 1286—Width, 6 ft. 2 lbs. 10 oz. 21c 37 XM 1289—Width, 9 ft. 4 lbs. 31c 37 XM 2070—Size, 9x12 ft. 48 lbs. Each \$3.59 37 XM 2079—Size, 9x15 ft. 60 lbs. Each 4.49 37 XM 2076—Size, 9x18 ft. 72 lbs. Each 5.39 37 XM 2077—Size, 9x21 ft. 84 lbs. Each 6.29

Felt Base at Special Sale Prices

6 6 ft. was 36c, 9 ft. was 54c a foot.

Standard quality. Cut in room sizes for additional economy. STATE PAT-TERN (S)(T). Up to 12 ft. of 6 ft. and 6 ft. of

9 ft. widths mailable. Shpg. Wt. About 75 foot 12 ft. widths mailable. Shpg. Wt. About 137 XM 1276—Width, 6 ft. 2 lbs. 10 oz. 25c 17 XM 1279—Width, 9 ft. 4 lbs. 37c 17 XM 2080—Size, 9x12 ft. 48 lbs. Each 15.37 XM 2089—Size, 9x15 ft. 60 lbs. Each 15.39 17 XM 2087—Size, 9x18 ft. 72 lbs. Each 15.39 17 XM 2088—Size, 9x21 ft. 84 lbs. Each 15.39 17 XM 2088—Size, 9x21 ft. 84 lbs. Each 15.59

Regular Sago Value

Inlaid Linoleum Heavy Gibraltar Quality.
 Regular \$1.08 Value.

• Tough, pliable burlap base.

 Colors inlaid thru-to-back. Lacquer sealed surface. • Foot-comforting. Draft-• Foot-comforting. Draftproof. For maximum Economy
buy "household weight" Inlaid!
Illustrated 1/10 actual size.
Green, ivory, tan and brown
predominating. Up to 10 ft. is
mailable. Sold on Easy Pay-

ments with other goods, see page 43. Width 6 feet. Shpg. wt., about 4 lbs. 8 oz. Per ft. 37 XM 1816—Per foot..., 770



Big Felt Base Value!

All perfect standard weight.
Cut in convenient sizes to bring
you extra savings. Modern tan,
green and ecru tile. Up to 12
ft. of 6 ft. and 6 ft. of 9 ft.
widths mailable. Shpg. Wt.
Width About Per Ft.
37 XM 1186—6 ft. 2 lbs.10 oz. 19c
37 XM 1189—9 ft. 4 lbs.
Size, Ft. Shpg. Wt. Each
37 XM 2000—9x12 abt. 48 lbs.: \$3.35

37 X M 2000\_9x12abt.481bs.: \$3.35 37 X M 2009\_9x15abt.601bs. 4.19 37 X M 2007\_9x18abt.721bs. 4.98 **37 X M 2008\_**9x21 abt. 84 lbs.

C



Payments, see page 43. Shpg. wt., 2 lbs. 12 oz. Mailable.

37 X 431
Size about 18x36 inches. 14c
Slipg. wt., 1 lb. 1 oz ..... 14c GREEN GROUND **CLOSES** 37 X 432—Size, about 24x48 in. Shpg. wt., 1 lb. 12 oz....24c FEB. 28, 37 х 4374в.....99с 1935

> Up to 12 ft. of 6 ft. and 6 ft. of 9 ft. widths

are mailable. Illustrated 1/10

#### EXTRA WIDE WIDTHS A Ft. 11¼ Ft.Wide Extra Wide Felt Base 11/4-Ft. width was 77c a ft. Good quality. Note the convenient, large size art squares listed below. Modern marbleized tile in rust, green, beige and ivory

color. Shpg. Wt. About Per Ft. 37 XM 1155—11¼ ft. wide. 6 lbs. 2 oz. 60c 37 XM 1156—6 ft. wide. 2 lbs. 12 oz. 28c 37 XM 12096—Size, 11¼ x12 ft. 73 lbs. Ea. .. \$7.20 37 XM 2099—Size, 11¼ x15 ft. 90 lbs. Ea. .. 9.00 37 XM 2097—Size, 11¼ x18 ft. 110 lbs. Ea. .. 10.80

actual size. SOLD WITH OTHER GOODS ON EASY PAYMENTS—SEE PAGE 43.

#### Price Reduced About 1/4

**Sc** 

A Ft. 24 In. Wide

New floor thrift. Save time, money and labor. Buy Sears Heavy Quality Felt Base Rug Border. Richly grained to look like wood. Highly polished. Frame your rug with this beautiful border. Easy to lay. Grips the floor. Seals all drafts. Don't delay! Your last chance to buy at these low prices. Up to 45 ft. of 24-inch and 36-inch widths and 15 ft. of 6-ft. width are Mailable. Sold with other goods on Easy Payments, see page 43. see page 43.

				onpg. wt.,	Per	
			Width	About	Foot	
37	X	1903-	-24 in	.12 oz	8c	
				.1 lb		
				2 lbs		



Priced EXTRA Low-Great Values!

Strong, well made play suits, in two durable long wearing cotton fabrics. Double needle seams for extra long wear. Drop seats. Sturdy Chambray

**Button Front** Long Sleeve 29 X 6154—Dark blue 29 X 6155— Hickory

Button Back 29 X 6152—Blue with red trim. 29 X 6153—Green

stripe with red trim.
Ages, 2, 3, 4, 5, 6, 7 years. State age-size.
Shpg. wt., each, 8 oz. Shpg. wt., each, 7 oz.



Well fitting, carefully made, full size dresses with matching panties. Of good quality cotton prints. You would ordinarily pay a great deal more for this quality. At our Sales Price, buy several. You'll appreciate the value more when you see them.

Plaids Are the Rage Checks for Juveniles 29 X 5658—Red check 29 X 5659—Blue check Ages, 2, 3, 4, 5, 6 years. State age-size. Shipping weight, each, 7 oz.



2-Piece Sturdy Wash Suits

Solid color Pants button on to white blouse trimmed with contrasting binding.

Solid color with contrasting trim. Embroidered appli-

29 X 5439—Blue and White 29 X 5441—Blue 29 X 5440—Green and White Ages 1, 2, 3, 4 yrs. State age-size. Snpg. wt., ea., 5 oz.



Live Elastic Garters Adjustable r u s t-proof metal fittings. 29 X 3408—White 29 X 3410—Black State age-size. Shpg. wt., 2 oz

Finer ... in every detail ... than other one-piece Pajamas we've seen at the price! Superior workmanship; s m a r t e r s t y l in g. Trimmed with piping in scallops. Good quality rayon. 29 X 2427—Queen 85 C 29 X 2428—Scarlet r e d; Light Top.

85c KNIT RAYON

Light Top. Ages, 6, 7-8, 9-10, 11-12, 13-14 yrs. State age. Shipping weight, 7 oz.

This 2-piece "Dormitory" style balbriggan Pajama is plenty warm for any cold night... and it's smart! Girls love to wear it! This is the better grade pure combed cotton, in soft elastic knif

7c COTTON BALBRIGGAN

2-PIECE

COTTON FLANNEL

**ENDS** 

FEB.

28th

PAJAMA 2 for 1 00

29 X 2492—Blue 77c

Ages, 7-8, 9-10, 11-12, 13-14, 15-16 yrs. State age. Shipping weight, 7 oz.

Sears make it a point to offer the best cotton flannel values possible, and this 2-piece pajama is a fine example. We insist on superior workmanship—on double needle seams for greater strength. The sizes are FULL, roomy in width and length. Contrasting trim.

2 for \$1.00

Quality is

#### Proof—Sears Price Saves You Most!

A fine bargain in rayons for girls : ... the price is remarkably low, the wearing quality remarkably good! Made to Sears usual high standard: seams are flatlocked for longer wear; crotches are reinforced. Well cut—bloomers have ample seat room and vest is side seamed and shaped to the figure. Live, strong elastic.

**Panties** Spring Needle Cuff 29 X 2346—Flesh

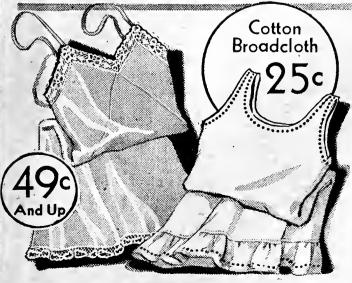
Shorty Bloomers 29 X 2347—Flesh

Shaped Vest with Drawstring 29 X 2345-Flesh

Ages, 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14, 15-16 yrs. State age-size. Shpg. wt., panties or bloomers, 4 oz.,

KMITRAYONS 2 to 16

Prices are Down!



Sears make every slip carefully. Seams sewn firmly

Lace Trimmed—Bias Cut Fine Silk and Cotton Phyllis Cloth
29 X 2029—Flesh
29 X 2030—White

Rayon Taffeta—Good Quality 53C
Ages, 7-8, 9-10, 11-12, 13-14, 15-16

Ages, 7-8, 9-10, 11-yrs. State age-size.

Flounce Bottom—Hemstitched Cotton Broadcloth 29 X 2042—White 29 X 2043—Flesh

Smooth Cotton Searslip Cloth 29 X 2044—White Ages, 4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. State age-size. Snpg. wt., each, 5 oz.

**SEARS** 

173



Your Choice 2 QUALITIES BIRDSEYE WEAVE

## DIAPERSAT SPECIAL SALE PRICES.

ROLY POLY **Cotton Flannel** 

A heavy quality firm cotton flannel, with a downy soft nap on both sides . . . a fluffy super-smooth finish that stays soft. Woven of long staple cotton yarns. Hemmed, ready for use. Reduced for this Sale.

29 X 3090—White About 27x27 inches. Shipping weight, 1 lb. 10 oz. 020 93c Pkg. of 1 Dozen....

29 X 3091—White About 30x30 inches. Shipping weight, 2 lbs. Pkg. of 1 Dozen....\$1.10

#### ROLY POLY Our Best Birdseye

Sears prices are lowest even on this finer su-per quality. Tested for absorbency and much longer wear. Heavy texture. Extra soft. Smooth as velvet. Hemmed. Ready for use. If you want the very most for your money, buy Roly Poly Birdseye Diapers while prices are cut.

29 X 3052—White. Pkg. of 1 Doz. 79C

About 24x24 in. Shpg. weight, 1 lb. 8 oz... 79C

29 X 3053—White. Pkg. of 1 Doz. 95C

About 27x27 in. Shpg. weight, 1 lb. 15 oz.. 95C

29 X 3054—White. Pkg. of 1 Doz. 91.15

About 30x30 in. Shpg. weight, 2 lbs. 4 oz. 91.15

#### MY BABY'S Brand Standard Quality Birdseye

Save Most at Sears

Similar in weight and texture to most brands, yet offered at an extremely low price. Quality for quality our prices on diapers save you most. First quality birdseye, but slightly lighter in weight than Roly Poly, the super brand. Hemmed. Ready for use.

29 X 3124—White. Pkg. of 1 Doz.

About 24x24 in. Shpg. weight, 1 lb. 10 oz.....68C

29 X 3127—White. Pkg. of 1 Doz. About 27x27 in. Shpg. weight, 1 lb., 12 oz.. 29 X 3130—White. Pkg. of 1 Doz. About 30x30 in. Shog. weight, 2 lbs. 4 oz....

# COTTON\_FLANNELS GOWN WRAPPER SLIP

workmanship makes so much difference in the wear! Double needle shoulder and armhole seams. Wool yarn trimmed edges. Good quality flannel. Shipping weight, each, 4 oz.

Length about, 22 inches. 29 X 9646—Blue trim 29 X 9647—Pink trim

Wrapper
Length about, 22 inches.
29 X 9648—Blue trim
29 X 9649—Pink trim Slip

Length about, 17 inches. 29 X 9656—Blue trim 29 X 9657—Pink trim

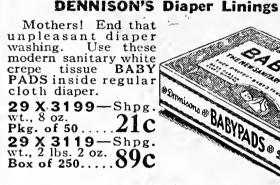


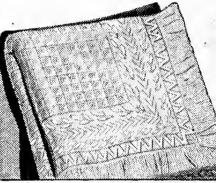
Fits Ages Up to 4 Months

Pr. 160 Silk Crepe Hand embroidered. Shpg. wt., 3 oz. 29 X 8662 Blue 29 X 8663 Pink

2 Pr. 27c All Wool Shipping weight, 2 oz. 29 X 8600 Blue trim 29 X 8601 Pink trim

174 C **SEARS** 





Honeycomb Shawl All Wool Worsted . so fine and soft you'd expect it to cost much more! Use for baby or a

BABI

Use

This Way

warm shoulder covering for yourself. Size, about, 44x48 in.,

Size, about, 44x48 in., including fringe. Shipping weight, 9 oz.

29 X 8031—White 29 X 8038—Lt. Blue 29 X 8039 \$1.12

#### **Quilted Muslin Pads**

Absorbent protection . . . in sizes for lap, crib or buggy. Cotton filled. Standard quality. Nicely stitched and bound.

29 X 3001—15 x 17 in. Shipping weight, of two, 11 oz. . . . 2 for 25c 29 X 3015—17 x 30 in. Shipping weight,

Shipping Weight, 10 oz...... Each 26C 29 X 3016—27 x 34 in. Shipping Weight, 15 oz. 15 oz.....Each 45C



#### Genuine PEPPERELL Brand Fine Fleeced Cotton Twill

A real blanket—firm twill weave with a soft, fluffy finish on both sides. Will wash well and keep its warmth. Size, about, 30x40 in. Shipping weight, 9 oz.

29 X 3207—Blue 27c

#### **Heavy Cotton Flannel**

A remarkable value! Famous Pepperell quality receiving blanket, with overlocked stitched ends. Neat plaid designs.

Size, about 26x34 in. Shpg. wt., of 2, 11 oz.

29 X 3236 Blue and Wht. 2 For 29 X 3237 35c

#### First Quality Gum Rubber

Well shaped waterproof baby pants full at back, roomy in crotch. Side ventilators.

Ages, 6 months, 1 and 2 years. State age-size. Shipping weight of 2, 5 oz.

29 X 3178—White 29 X 3179—Flesh

#### Regular 25c Value

Seamless knit shoulder Seamless knit shoulder band of fine soft combed cotton, striped with Rayon. Elastic in texture for baby's comfort. Finished with strong overlock stitch.

Lengths, 10, 12, 14, 16 in. State length. Shipping weight, 2 oz.

29 X 8730—Cream-

#### **Knit Training Panty**

Soft, extra absorbent. Fine knit of double carded cotton. A big help for Mother while Baby's being

Ages, 1, 2, 3 yrs. State age-size. Shipping weight of 3, 7 oz.

29 X 3139—White

#### 2-Ply Gum Rubber Sheets

Good durable weight in pink and white. Rust-proof eyelets. Long wearing and waterproof.

29 X 3102
Size, 18x27 in.
Shpg. weight, 6 oz. . . 9c

29 X 3105
Size, 24x36 in.
Shpg. weight, 8 oz. . 16c

29 X 3104
Size, 36x36 in.
Shpg. weight, 8 oz. . 24c

#### **Mother's Handy Bag**

Genuine DuPont arti ficial leather, strong and full size. Waterproof diaper pocket. Bottle holders. Strong handle. Shpg. weight, 1 lb. 10 oz.

#### Our Regular \$1 Value

Snowy white, fluffy cotton Beacon cloth, a mighty good grade for so little money. Ribbon bound hood with elastic. Plenty long for healthy kicking. this bunting is made BIG!
Shpg. wt.,each, 1 lb. 3 oz.

29 X 6593 89c Blue trim... 29 X 6594 89c Pink trim . . .





3 OF ANY GARMENT The state of the s uarantee MONTHS REGULAR SIZES For \$ 69 Were 3 for \$2.19 Run-Resistant Knit Rayon Round Neck Vests **Panties** 3 for \$1.69 3 for \$1.69 3 for \$1.69 Nicely shaped, re-29 X 2625—Flesh 29 X 2500-Tearose inforced under arms 29 X 2626—Tearose 29 X 2501—Flesh Lgths., 21, 23, 25, 29 X 2682—Flesh 29 X 2683—Tearose Lgths., 19 and 21 in. State length. Shpg. 27 in. State Even sizes, 34 to 44 wt., 1 lb. 5 oz. length. Shpg. wt., in. bust. State size. 1 lb. 6 oz. Shpg. wt., 1 lb. 2 oz. Stout Sizes lb. 6 oz. Stout Sizes 3 for \$1.95 Stout Sizes 3 for \$1.95 3 for \$1.95 29 X 2503—Flesh 29 X 2627—Tearose

Regular Sizes

Our best. Full roomy

sizes. Boil-proof elastic. Three of one style and

one size in each box.

Stout 29c Sizes Your money's worth and more! Good quality knit yon. Double fabric crotches. Flatlocked seams. Nicely shaped and well-tailored. Live elastic.

Shaped Tailored Vests

**19**c 29 X 2733—Flesh 29 X 2734—Tearose Even sizes, 34 to 44 inches State size. Shpg. bust. St wt., 4 oz. Stout Sizes

**29c 29 X 2735**—Flesh
Even sizes, 46 to 52 inches bust. State size. Shpg. wt., 4 oz.

Band Bottom  $(\mathbf{B})$ **Panties** 

29 X 2736—Flesh 29 X 2737—Tearose Lengths, 17 and 19 inches. State length. Shpg. wt.,

Stout Size 64-in. Seat

29c 29 X 2738—Flesh Length, 21 inches. Shpg. wt., 5 ounces. wt., 6 ounces.

Step-Ins 19c

1 lb. 9 oz.

29 X 2742—Flesh 29 X 2743—Tearose Lengths, 17 and 19 inches. State length. Shpg. wt., 5 ounces.

Stout Size-68-In. Seat

29c

29 X 2744—Flesh Length, 22 inches. Shpg. wt., 5 oz.

Bloomers-All Lengths

19c

29 X 2739—Flesh 29 X 2740—Tearose Lengths, 19, 21, 23 and 25 inches. State length. Shpg. wt., 6 ounces.

Stout Size-68-In. Seat 29c

29 X 2741—Flesh Length, 27 inches. Shpg.



DUARANTEED RIP-PROOF!

29 X 2503—Flesh Lgth., 27 in. 68-in. seat. Shpg. wt., 1 lb. 9 oz.

29 X 2684—Flesh Even sizes, 46 to 52 in. bust. Shpg. wt., 1 lb. 5 oz.

29 X 2627—Tearose Lgth., 23 in. 64 in. seat. Shpg. weight, 1 lb. 6 oz.

MOTHER DAUGHTER

Women's Regular Sizes 9° 39° LITTLE SISTER

—All Seams TRIPLE STITCHED — Bar Tacked. —SADDLE Crotch... Better Fitting, Long Wearing. -Roomy, Generous Sizes. Cut to Fit Smoothly. -Fabrics Famous for the Wear They Give.

Sateen 39c

29 X 1408—Flesh Lengths, 22, 24, 26 inches. State length. Shpg. wt.,

Girls' Sizes 27c 29 X 2382—Flesh 29 X 2383—White

Ages, 4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. State age-size. Shpg. wt., 5 oz.

Searslip Cloth 39C

Highly mercerized cotton non-cling cloth.

> 29 X 1414 Peach

29 X 1415 Flesh

Lengths, 22, 24, 26 inches. State length. Shpg. wt...

FOR MAIL ORDERS ONLY SALE CLOSES FEBRUARY 28th

#### **Descriptions for Opposite Page**

KNIT RAYON UNDIES

Every garment in this group is worth more than 25c. They're GOOD quality plain knit rayon, in a smooth stitch with lace and contrasting pastel appliques. Cut generously. Double fabric crotch. Flatlocked seams. Good lively elastic. Smooth band front. Shpg. wt., each garment, 5 oz.

BLOOMERS BLOOMERS—

29 X 2725—Tearose
29 X 2726—Flesh

Lengths, 21, 23 and 25 in. State length.

BY—Band Front and Bottom
29 X 2731—Flesh
29 X 2732—Tearose
Lengths, 17 and 19 in. State length.

BRIEF PANTIES—

29 X 2729—Tearose
29 X 2729—Tearose
29 X 2730—Flesh
Lengths, 15 and 17 in. State length.

STEP-IN—Slashed Open Sides. 25c

25c

25c

STEP-IN—Slashed Open Sides.

29 X 2727—Flesh

29 X 2728—Tearose
Lengths 17 and 19 in. State length.

BABY'S COAT Silk Crepe Weighted

Nicely hand smocked. Cotton broadcloth lined; interlined. 29 X 6554

29 X 6555 96C Ages, 6 mos., 1, 2 yrs. State age. Shpg. wt., 13 oz.

BONNET Silk Crepe, Weighted Matches coat. Silk lined; interlined.

25c

29 X 6793 29 X 6794 Blue 29c Sizes, 12 to 15 in. State size. Shpg. wt., 7 oz.

SWEATER—½ Wool Worsted, ½ cotton.
Drop stitch design; medium weight. Has the

Drop stitch design; medium weight. Has the appearance and feel of an all wool sweater; the cotton is expertly mixed with the wool.

29 X 7158—Medium

29 X 7160—French blue

brown

29 X 7161—

29 X 7161—

Monkey skin

Even sizes, 34 to 44 in. bust. State size.

Shpg. wt., 14 oz.

G SLIP-Good quality silk crepe, weighted Double stitched throughout for longer wear.

True bias cut. Length, about 47 in. Fits exceptionally well. Adjustable straps. Lace trim.

29 X 3687—Flesh
29 X 3688—Tea rose
Even sizes, 34 to 44 in. bust. State size.

Shpg. wt., 7 oz.

SLIP—Good quality weighted silk crepe, 4-GORE style. Lovely lace and hemstitching add charm to its practical qualities. Well finished with neat strong French seams. Adjustable straps. Length, about 47 in.

29 X 3686—Tearose
Even sizes, 34 to 44 in. bust. State size.

Shpg. wt., 5 oz.

J PORTO RICAN PAJAMAS .. AND ONLY \$1 A lovely 2-piece style of real SILK PONGEE, rice starch weighted. Smooth fitting yoke front trousers. Luxuriously hand embroidered. Will

K SILK PONGEE PORTO RICAN GOWN 

**BALBRIGGAN—A FASHION SUCCESS** The prize style of all the grand new 2-piece Balbriggan pajamas! Wonderfully comfortable, soft, warm, elastic in texture—a firm, better quality knit combed cotton. Smartly tailored.

WEIGHTED SILK CREPE GOWN Charming! Two lace medallions; ribbon sash. A bargain! And yet made with the same

careful workmanship and full, generous cut as much higher price garments. Lgth., abt. 51 in. 29 X 927—Light blue 

WEIGHTED SILK CREPE PANTIES

French style. Lace trimmed, with yoke front. Buttons at side. Low in price but carefully 

P SERONA, OUR BEST QUALITY KNIT

RAYON GOWN



# Wonder Value Cotton Frocks







Rayon Ruff Crepe frock. Beautiful Cotton Net ribbed knit. Misses' and forms the high ruffly collar and flattering big bow. Shoulder Net tucking falls into youthful short puff Women's Sizes: 14 to 20 yrs. to fit 32 to 38 in. bust. State sleeves. Princess-effect waistline with ties in back color and bust measure. gives a slimming grace to the long length skirt. 31 X 700—Green, \$3.98 Rust or Brown...\$3.98 A dress sure to be a success wherever it goes. State actual bust measure. Shipped from New York.

> RAYON RUFF

CREPE

Misses' Sizes: 14-16-18-20 years Bust Measures: 32-34-36-38 inches

31 X 750—Applemint Green 31 X 751—National Blue 31 X 752—Ash Rose

Shpg. wt., 1 lb. 8 oz.

Order above garments from New York. Figure postage from Sears nearest Mail Order House.

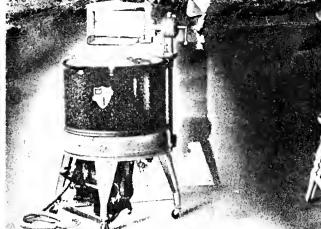
Send your order direct

o New York. Figure post-e from Sears nearest

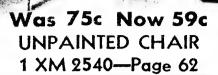
il Order House.

Shpg. wt., 1 lb. 10 oz.





Was <sup>\$</sup>64<sup>85</sup> Now <sup>\$</sup>59<sup>85</sup> GASOLINE WASHER 22 XM 3024—Page 68



\$125 Value, 98c NOVELTY WATCH 4 X 1727—Page 125

Was 84c Now 77c HERCULES SHIRT 33 X 5631—Page 141

# Sears S A I I E

Sears value-provers! The book is filled with them . . . bargains that show why over 12,000,000 people buy from Sears. Prices cut to get your Mail Orders. This is really a Super Sale. But don't forget. Order before February 28, 1935.

SEARS, ROEBUCK and CO. of TEXAS, DALLAS



\$139 Value, \$109 ALL WOOL BATT 97 X 2070—Page 18



Was 65c Now 58c MEN'S UNDERWEAR 16 X 5995—Page 146



**28c Value, 1<u>8c</u>** SPARK PLUGS **28 X 1415—**Page 105



Was 85c Now 79c WOMEN'S GALOSHES 76 X 9223—Page 155



Until Feb. 15th \$315 LLSTATE HERCULES TIRE 28 X 850—Page 102



\$169 Value, \$139 WORK SHOES 67 X 4617—Page 162



13c Value, 9c Each TURKISH TOWELS 19 X 8717—Page 28



20 X 1369—Page 106